

Contact Lens Conversation

“Sally, it looks like Dr. Bell has recommended Air Optix with a monthly replacement schedule. Your total for today’s services and an annual supply of contacts is \$600.”

Ready for the key? Now present the price WITH any insurance contributions and prompt pay savings. The first price will sound significantly higher and the patient’s perception changes once you present the savings and the benefits. So, you immediately go into the next part and might tell Sally something like:

“However, after your insurance contributions and additional savings I’ve been able to apply for you, your balance is \$300, that’s a savings of \$300!”

And it is important that there aren’t any gaps in the patient’s perception of value. Continue by telling them what is included in that value and what we refer to as -Program Perks.

“This covers the cost of your refraction, eye health examination, cl evaluation and annual supply of contact lenses. Additional benefits of being a patient that is a part of our Contact Lens Success Program you get: free direct shipping to your home, a travel kit, and 2 free replacement lenses valued at \$30, and a \$30 savings coupon applied to the purchase of a pair of sunglasses! The manufacturer also offers a rebate, that you can submit once you receive your order. We can provide the necessary documents you’ll need from us, and they will probably require you to include 2 of the UPC’s directly off of your boxes. The rebate currently offered is valued at x amount of dollars . Most manufacturers will send a gift card that you can easily use anywhere! Even towards that pair of sunglasses!”

Introduce any office payment policies and collect payment.

“Our office requires that the balance is paid in full before we can process the order. You should expect to have your contacts within 10 business days. How would you like to pay for that?”

Check point: build your own scripting

Doctor prescription

Replacement frequency

Total for services

Total with prompt pay savings and insurance benefits

Savings

All-inclusive benefits and services

Rebates

Office payment policies

Order processing time

Request for payment
