DON’T LET RX’S WALK OUT THE DOOR

Rebecca L. Johnson, CPOT, COE

- **CAPTURE RATE DEFINED**
  - While “walk-out” represents enormous revenue loss to independent eye doctors, just 23% of MBA practices ever track their eyewear sales “capture rate.” (source: MBA Key Metrics)
  - Formula: (Number of patients who purchased eyewear) divided by (total number of exams) = capture rate.

- **Capture rate benchmarks**
  - Eyewear Rxes per 100 Complete Exams Performance Deciles=median 61 (source: MBA Key Metrics)
  - Include contact lenses in capture rate?
  - Measure apple to apples

- **Capture rate is just one of the three key variable rates (Delivery Rate, Closing Rate and Capture Rate) to track in order to understand what is truly happening in the optical.** (Source: Optical Dispensary Management - Tracking Capture Rate, Robert Katz)
  - Delivery rate is the percentage of patients who are newly refracted that enter the optical dispensary
  - Closing rate is the percentage of patients who enter the optical that actually buy glasses.
  - Capture rate is the percentage of sales made in the dispensary relative to the number of patients who receive a new eyeglass prescription from the practice

- **The whole team is responsible for optical sales!**
  - All team members are eyewear models
  - All team members must be prepared to answer questions (practice!)
  - How much are your glasses?
  - Why are they so expensive? XXX has a 2 for $99 special
  - Can I have my PD so that I can buy online?
  - Can I use my own frame?

- **RECEPTIONIST’S ROLE**
  - First impressions: “you had me at hello”
  - Telephone “attitude”
  - Ask about their eyewear
  - Let the patient know that you have awesome frame lines-invite them to look at some examples of your frames on your website (staff members and doctors modeling frames).
  - Reminder call
  - Tell the patient to bring all of his eyewear, including sunglasses to the appointment.
• TECHNICIAN’S ROLE
  • Talk about the glasses when you are reading the powers
  • Document how they use their eyewear (Lifestyle questions)

• DOCTOR’S ROLE
  • Prescribe (not recommend)
  • Prescribe second pairs
  • Skill practice with your team at staff meetings to insure they understand and are comfortable with how you want patient questions addressed.
  • Personal handoff to optician

• OPTICIAN’S ROLE
  • Environment/Merchandising/Frame selection
  • Would you buy from you?
  • Avoid creating patient pushback
  • Make it easy
  • Talk about SAVINGS!

• FOLLOW-UP
  • Survey-ask, “Did you buy eyewear? If not, what was your reason?”
  • Address online reviews about prices appropriately (not defensively)