Rx Retention, Lifestyle Needs and Multiple Pairs

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Acquios Advisors

We listen with compassion and collaboratively work to develop and implement a plan to help you and your team. We deliver \textit{INSIGHT} that inspires.
Who Should Educate Our Patients?

Your

Team!
Plant the Seed

Starts at the Front Desk

Bring in each pair
Lifestyle glasses
Reason for appointment
Online health history/
welcome paperwork
Dr. Recommendations

- Learn about the Patient
- Importance of recommendations
- How do we prescribe?
Why do Patients Walk?

Price

Selection

Service

Lack of Education
The Hand Off (Dr to ?)

Where?

When?

How?

What is Communicated?

• Two Things
Welcome to the Optical
Who/How
Proud of
Product
Price
Service
Team
Listen
Find Solutions
Maximize Vision Plans

• Have an understanding of each insurance plan
• DON’T
  – Talk negatively about a patient’s plan
  – Tell a patient their plan only covers $XX
  – Talk about Insurance first
• DO
  – Encourage patient about their ‘great’ plan
  – Explain how the plan works
  – Educate the patient
  – Tell them how your Optical stands out
Who Needs Multiple Pairs?

- Kids
- Adults
- Contact Lens Wearers
- Athletes
Our Responsibility to the Patient

Who are the experts?

Ask questions differently

Never prejudge
Where Does the Money Go?

- First Pair
- Multiple Pairs
- Bottom line
What is **Buy More Save More**?

**All Inclusive**
- Insured patients
- Private pay patients

**Easy to Communicate**

**Encourages Multiples**
What are the Benefits?

- The Patient Saves!
- The Patient’s Lifestyle Needs are Met!
- The Office’s RPP goes up!
- The Team has Fun!
- We have Happy Patients!
Thank You for allowing Acquios Advisors to be part of your 2019 NOA Convention!