

the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

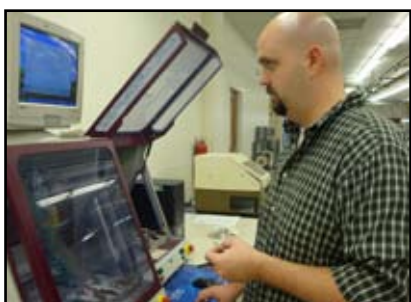
SERVING THE EYE CARE INDUSTRY SINCE 1958

Robertson's State-of-the-Art Equipment Provides Efficient, Expedient Turnaround for Drill Mounts

Robertson Optical labs are able to provide customers rapid turnaround on drill mounting due to their highly technical drill mount machines and multi-functional edgers, according to its lab managers.

Among the three Robertson labs, there are five CNC Optidrills and two ME-1000 Lens Edgers which includes 3-D drilling, which most edgers do not offer.

The **CNC Optidrills** provide fast, precise rimless drilling that yields accuracy with very little breakage, thus enhanced turnaround and delivery to Robertson's customers. Innovative drilling control ensures precise hole, slot or notch location, size and alignment for perfectly matched lenses.



State-of-the Art CNC Optidrills

Todd McGrady, finishing supervisor of Robertson Optical of Columbia, SC, provides expedient drill mount services through the Columbia lab's two CNC Optidrills. The CNC Optidrills, which are used in all Robertson labs, provide fast, precise drilling that yields accuracy with very little breakage, thus enhanced turnaround and delivery to customers.

The **ME-1000 Multifunction Lens Edgers** drive new levels of efficiency in lens processing and is stated to be one of the most accurate lens edgers available. They have a variety of features that most edgers do not, including 3-D drilling, which automatically adjusts the angle of the drill direction according to the lens base curve, and 3-D grooving which creates a groove with pin-point accuracy. These edgers also provide other multiple functions such as a special bevel for wrap frames that satisfactorily secures the lens into the groove of the frame. The ME-1000 can produce very sophisticated lenses. Essentially, Robertson is able to create a design, put it on the edger, and cut the lens to the desired design.

These technologies produce quality drill mounts. Because this equipment is in-house, Robertson does not send the jobs elsewhere, thus enabling efficient drilling and quicker delivery to customers. ■



Multifunction Edgers with Contemporary Drill Mount Capabilities

As an excellent support to the CNC Drills, two of Robertson labs have ME-1000 Multifunction Lens Edgers. These edgers offer features that most edgers do not, including 3-D drilling, which automatically adjusts the angle of the drill direction according to the lens base curve. They provide other multiple functions such as a special bevel for wrap frames that satisfactorily secures the lens into the groove of the frame, which conventional edgers are unable to provide. Pictured from left are Greg Griffith and Jack Robertson of Robertson Optical of Greenville, SC at the ME-1000.

CHAIR TIME

Lens education tips for the eye care physician to share with patients while in the exam chair



If an eye care physician's family member was sitting in his or her exam chair, the doctor would want that member to have the most thorough eye examination, thus the highest quality of vision. This would include recommendations for the best lenses and optical treatments. Robertson believes that the physician who treats patients like family, taking time to educate them while in the chair, will experience satisfied patients, practice growth and increased optical sales. It's during chair time that the patient's retention is the highest.

In this column, which will be featured in future issues of *the Lens Leader*, Robertson's opticians, practice facilitators, sales representatives and customer service personnel will offer suggested tips on lens education to be provided by the physician to his patients.

The following are a few tips...

Anti-Reflective Lenses – Kimberly Griffin, business development representative of Robertson of Columbia, SC, who is trained by Vision Council of America, encourages doctors to communicate to patients that quality, anti-reflective lenses increase visual acuity and suggests that they use the words "AR lenses" instead of "AR coating" when describing AR. She said there are misconceptions by some patients that AR coating is something that may eventually come off due to their experience with inferior coatings from the past, but Robertson uses the highest quality of superior coatings on their lenses, which produces very durable AR lenses. If the doctor recommends these high quality lenses as a package, and refers to AR as a type of lens rather than a coating, the patients are more likely to understand and experience the benefits, thus ordering them.

Free-form Lenses – One important way Glenn Hollingsworth, general manager of Robertson of Atlanta (Loganville), GA, believes that eye care physicians will remain proactive and stay competitive is to research as much as possible on digital free-form lenses, then share these benefits with their patients. Benefits include improved clarity in every direction, wider fields of view, less distortions, more precise vision, customized lenses to fit frames of all sizes, and more. "Once patients try on free-form lenses, they are amazed at how much better they see," said Hollingsworth. Robertson, which provides in-house free-form surfacing technology, offers complimentary onsite, in-practice seminars for eye care practices. All Robertson labs provide this training, which includes comprehensive information to assist doctors with free-form patient education.

Trivex Lenses – Robertson of Atlanta's sales representative Dan Floyd believes that Trivex offers an excellent example of how eye care doctors can differentiate their practices if they recommend these lenses to their patients. He says, "Trivex lenses are some of the best lenses doctors can recommend, because they are thin, lightweight, scratch resistant and tough." He says, "Surveys have demonstrated that 84% of patients want these features in lenses." He adds, "Trivex also provides better optics, and their sturdiness and strength allow efficient drill mounting."

Most important pair of glasses? – Chip Robertson, vice president of Robertson Optical of Greenville, SC, often asks eye care physicians, "What's the most important pair of glasses for the patient?" He comments, "Interesting question, right?" Then explains, "The answer is not the pair from which they see the best, nor the most comfortable. The correct answer is *sunglasses*. Patients will not damage their eyes sitting in front of the television," he explains. "Exposure to the sun is what damages the eyes." He encourages doctors to educate patients on the *second* pair first. ■

Robertson's SC Labs Volunteer Services at Popular Health Fair Mission

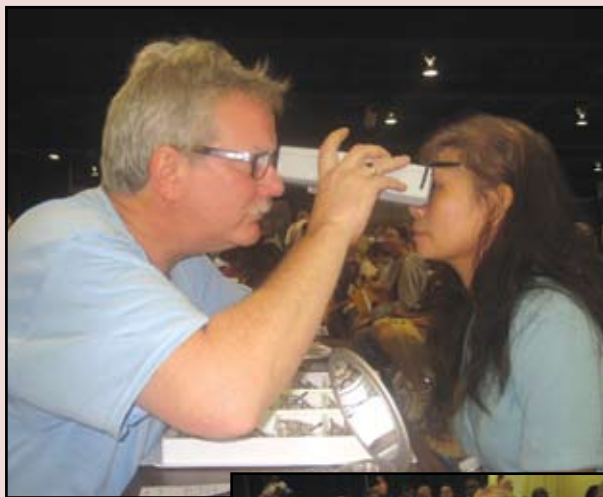
Robertson Optical of Columbia and Greenville, SC recently volunteered eyeglass fitting services at SC Mission 2010, one of the largest health fairs in SC, which consisted of a host of organizations providing healthcare, dental and vision screenings to uninsured persons. More than 1,200 people registered and over 800 patient charts were scanned. This was the first year that vision screenings and eyeglass fittings were provided, which were coordinated by the SC Optometric Physicians Association and Robertson. Plans are now underway for the same event to be held next year.



From left, Kimberly Griffin, business development representative of ROL of Columbia, SC, fits eyeglasses on Santiago Barbosa of Greer, SC.



From left, Robertson's customer, Mike Wood, OD, of Greenville and Jackie Rivers, executive director of the SC Optometric Physicians Association, observe Chip Robertson, vice president of ROL of Greenville, as he fits a participant for eyeglasses at SC Mission 2010.



Above from left, Chip Robertson, vice president of Robertson Optical of Greenville, SC, uses a pupillometer on Remedios Gaylord of Greenville.



From left, front, Christie Truett of Greenville tries on a pair of glasses as Larry Patton, sales manager of Robertson Optical of Columbia advises. From right, back, Kimberly Griffin consults another participant.

ECPs' Donated Frames Shared with Dream Center Clinic through Robertson of Columbia's Vision Quest

Through ECPs' frame donations to Robertson of Columbia's Vision Quest, 553 eyeglass frames were given to the Dream Center Clinic of North Charleston, SC. The clinic is an organization where ECPs volunteer their time every other Saturday to provide eye exams. Prescription eyewear is fitted, ordered and dispensed the following

Saturday. An increasing number of ECPs who participate in Robertson of Columbia's Customized Specs Program have donated their unsold and discontinued frames to Vision Quest, a program that donates the frames to vision charities. For more information about Vision Quest, contact Robertson of Columbia sales representative Kimberly Griffin 803-240-6616.

Onsite, In-Practice Seminars:

"How Free-form Can Help Your Practice Grow"

Call a Robertson lab for more information.

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Fall 2010

Don't miss the inside...

Onsite, In-Practice Seminars:

"How Free-form Can Help Your Practice Grow"

- Robertson Provides Efficient, Expedient Turnaround for Drill Mounts
- Robertson's SC Labs Volunteer Services
- Chair Time: Lens Education Tips for the Physician

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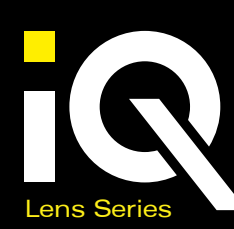


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KODAK Progressive front-surface lenses are upgraded by adding a complex, three-dimensional back-surface design to provide more consistent optical performance over the range of prescription powers.

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Robertson of Columbia Congratulates Prize Winners

Through a recent drawing at the SC Optometric Physicians Association convention in Myrtle Beach, SC, Robertson Optical of Columbia awarded several optometrists with the following prizes:

Donated by Seiko and Robertson:

- Dorothy Parks, OD, Columbia, SC – Women's dress watch by Seiko
- Rick Philbeck, OD, Columbia, SC – Men's dress watch by Seiko
- Kay Bullard, OD, Cheraw, SC – The Apple iPad

Donated by KODAK, Signet Armorlite and Robertson:

- Jim Mc Dowell, OD, Pageland, SC – 42 in. LG HD flat screen television

Donated by Coppertone, Vision-Ease and Robertson:

- Lisa Turbeville, OD, Surfside Beach, SC – The Apple iPad

Robertson congratulates these winners.

ROL Offers Captivate from XOXO

Calling it the sensual new collection from XOXO, the McGee Group has introduced Captivate eyewear which can be ordered through Robertson Optical. "The new XOXO collection will knock you off your feet with its rich colors, sassy designs and intoxicating appeal," state McGee representatives.



Swoon Brown Bronze

Adore is a full rim acetate frame with an uplifted rectangle eyeshape. This style features an etched décor on the oversized exterior temples, XOXO logo

on the frame exterior, and spring hinges. Adore is available in two colors: black crystal and burl wood. **Swoon** is a semi-rimless metal/acetate combination frame with a modern rectangle eyeshape. This style features rich two-tone colors, metal finishes, adjustable XOXO nose pads and color matched temple tips. Swoon is available in two colors: brown bronze and black blue.

Patients who purchase the entire collection will receive an XOXO Impress Hobo handbag and an XOXO rotating display.

Salute to Our Armed Forces!

Robertson Optical, an American-owned company, extends its gratitude to all eye care professionals who have served in the armed forces. Robertson pays special recognition to those who have family members currently serving overseas.



Eyeglass Cleaning Cloths Serve as "Perfect Holiday Stocking-Stuffers"

Due to popularity, Robertson labs continue to offer ECPs the Hi-Look microfiber eyeglass cleaning clothes, which according to Robertson of Columbia's vice president Scotty Scott "make perfect holiday stocking stuffers."

These cloths come in 983 various designs, with the most popular being the collegiate-themed ones called "Clean with Pride," which feature college mascots and logos. Also, the cloths can be used to clean cell phones, PDAs, electronic games and more. For more information, ECPs should contact a Robertson lab.



Robertson Customers Can Save When Dispensing LifeRx Light-Responses Lenses through 'Tiko Talks' Promotion

Through January 31, 2011, Robertson customers can earn the following amounts when dispensing LifeRx light-responsive lenses to their patients by Vision-Ease: \$5 for LifeRx SFSV, \$5 for LifeRx D28, \$10 for Life Rx D35, \$10 for Outlook LifeRx, and \$15 for Illumina LifeRx.



tiko talks

Can the light-responsive lenses you offer keep up with your younger patients?

Let's face it, this is a time when your younger patients are on the go. They are either in school or playing outside. LifeRx lenses offer your young patients the ability to go from outdoors to indoors and back again with greater comfort and convenience. In fact, LifeRx lenses are faster to deactivate than any other photochromic lens.

No more waiting for that unwanted tint to clear.

Now - January 31, 2011

It's clear that you can save when you dispense LifeRx light-responsive lenses to your patients. Now thru January 31, 2011 earn the following amounts when dispensing LifeRx light-responsive lenses to your patients.

Qualifying LifeRx Lenses	ECP Reimbursement
LifeRx SFSV	\$5.00
LifeRx D28	\$5.00
LifeRx D35	\$10.00
Outlook LifeRx	\$10.00
Illumina LifeRx	\$15.00

Your choice is crystal clear

LifeRx

LifeRx lenses offer younger patients the ability to go from outdoors to indoors and back again with greater comfort and convenience, state Robertson and Vision-Ease representatives. For more information about this promotion, ECPs should contact a Robertson lab.



Go Beyond UV Protection.
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the Healthy Eye café

For ECPs ... "Details Matter!"



by Mark Hinton

We've all attended meetings where we've discussed our human resource issues or problems. I've heard colleagues reference these as "herding cats," meaning no mutual understanding of the objectives among directors, managers and team members. Often, what is missing is a Strategic Human Resource Management system (SHRM). Large companies create or outsource this robust type of system in order to manage and evaluate their personnel efficiently and effectively. Traditionally, independent dispensing optometric and ophthalmic practices and independent opticians do not employ a SHRM, but if so, a SHRM would provide individual team members with what they may expect while working in their offices. It may include a code of conduct, job description, procedures, memos, task lists, training guidelines and other items that include clear objectives and details designed to meet the specific needs of the eye care business. How many times have you scratched your head, wondering why the phoropter wasn't set? Or VAs weren't recorded? Or "I forgot!" Or "Nobody told me I was supposed to do that."

In your weekly team meetings, review, edit, refine or create simple daily, weekly and monthly task lists for each member of the team. This reminds each team member the tasks for which he or she is responsible and accountable, including the daily work. It also helps the team members to be more efficient, thus improved performance in optical service and increased optical sales. It also helps them to be better prepared for performance reviews. Because details matter, the details should be in the task lists. Employees want to know where they rank in their performance, and it is easy for managers to reference a task list when the employee's review time arrives.