



# FACT SHEET

## Dispensing: Our Policies

**Prior to a technical dispense it is important to explain the practice policies ensuring our service is patient led.**

**Absolutely fundamental to our business ethos: you must trust our advice. If you do not leave with that trust, whether you purchase anything or not, we have failed.**

**A spectacle prescription is simply a ‘Bunch of Numbers, it tells nothing about what you may or may not need. It is a starting point for the dispenser, but the most critical process is interpreting your lifestyle requirements so the most appropriate correction can be recommended.**

### ‘Bunch of Numbers’

A prescription gives a technically measured distance prescription and, if necessary, a reading addition. It is a starting point for an effective dispensing process but says nothing about what you may need, what you value or indeed what you worry about with your vision. These numbers do not necessarily reflect specific lifestyle requirements. It is the role of the dispenser to take time to interpret your needs and recommend an individualised correction for you.

### A thorough lifestyle case history takes time

Your individual lifestyle needs will be investigated by the Optometrist, but the dispenser, after being introduced by the optometrist, will continue the process, vital for an effective dispense. We could supply optically perfect glasses but if they do not fulfil your lifestyle needs they are less than adequate and therefore can be extremely frustrating. Rather than pigeon holing patients and dispensing generic devices you should become part of the decision making process ensuring the final dispense delivers a solution to your optical needs, not just an appliance.

This assessment is without doubt the most crucial part of the dispensing process. It will identify, to both your adviser and yourself, the most suitable choice of correction ~ contact lens, single vision glasses, varifocals, degressionals, Rec Specs. The frame selection or technical spectacle lens type will follow only after this process.

Patients very often have limited knowledge of the options available. As we stress: out of professional courtesy we must inform you of your options. An informed decision can then be made.

## 'Out of Courtesy'

We have no right to dictate what you may, or may not, need or value, our role is to give you the fullest choice.

To dispense appropriately we must take the time to know you and you must trust our advice. know you and you must trust our advice. Remember, if you do not leave totally trusting our motives, and us, we have failed! The term 'out of courtesy' is an excellent way to introduce our huge range, without pressure. We offer a fullest range not a restrictive range. If you have no clear idea we will show selections from the entire showroom; not just low end, not just high end. By not being judgmental no one is made to feel intimidated or patronised. Because we do not limit patient choice it is easy to be considered expensive; we are not. We certainly provide expensive options when appropriate but, like for like, we are competitive. The J&J Oasys contact lens, is our most expensive; it is also our Number 1 lens, not because it is expensive but because it is the best.

We strive to avoid gimmicks, preferring honesty and quality above all else.

## The 'Second Pair Free Myth'

Our permanent commitment is a second pair half price. Without explanation it may not seem a great offer when some places suggest the second pair is free.

We had better clarify.

**SECOND PAIR 'FREE' MYTH**

Why not just buy 1 pair cheaper?

Specsavers  
£69 (2 pairs)  
£52.50\*\* (2 pairs)

ONE PAIR OF COMPLETE SINGLE VISION FROM **£35**  
\*\* second pair half price

ASK A MEMBER OF STAFF FOR DETAILS

Complete single vision glasses start at £35. If you want a spare pair it would be £17.50: both pairs total £52.50. However, the choice to take the second pair is yours, you will not be forced to have it if one pair is all you require.

Varifocals have the same issue. Ours start at £55.00 with a frame but we need to explain the benefits of different types before we decide on which might best suit your needs.

**SECOND PAIR 'FREE' MYTH**

Why not just buy 1 pair cheaper?

Specsavers  
£118 (2 pairs)  
£82.50\*\* (2 pairs)

ONE PAIR OF COMPLETE VARIFOCALS FROM **£55**  
\*\* second pair half price

ASK A MEMBER OF STAFF FOR DETAILS

Two pairs, if a spare is valued by you, could then be as little as £82.50! But this is a permanent policy for our entire range of both frames and lenses, not a limited range of frames or unspecified lens quality. Prada, Tiffany, Tom Ford, Gucci, Oakley, RayBan, in fact our entire, and very extensive, range can be taken at ½ price. ½ price will also include any lens type required including our premier range Nikon. This ensures, if you want a second pair you can get the one you want, not one we decide for you.

**After all else, regardless of the outcome, if you do not leave the practice trusting us and our advice we have FAILED.**