

SUPPORT FILES

The Optometry Team



www.hankseycharts.com.au

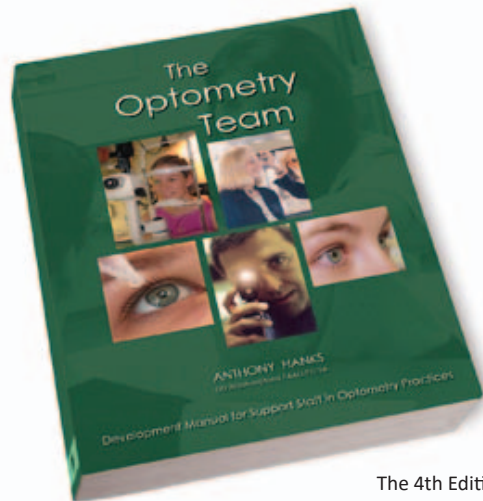
What's in "The Optometry Team"?

The Optometry Team has been written to assist optometrists in training their support staff. Now in its' Fourth Edition, the book is 382 colour pages written by an optometrist in an easy-to-understand style that summarises the important information.

In addition there are hundreds of photos and illustrations to make learning easier. Once completed, a framed certificate and an enamel badge are available for employee recognition.

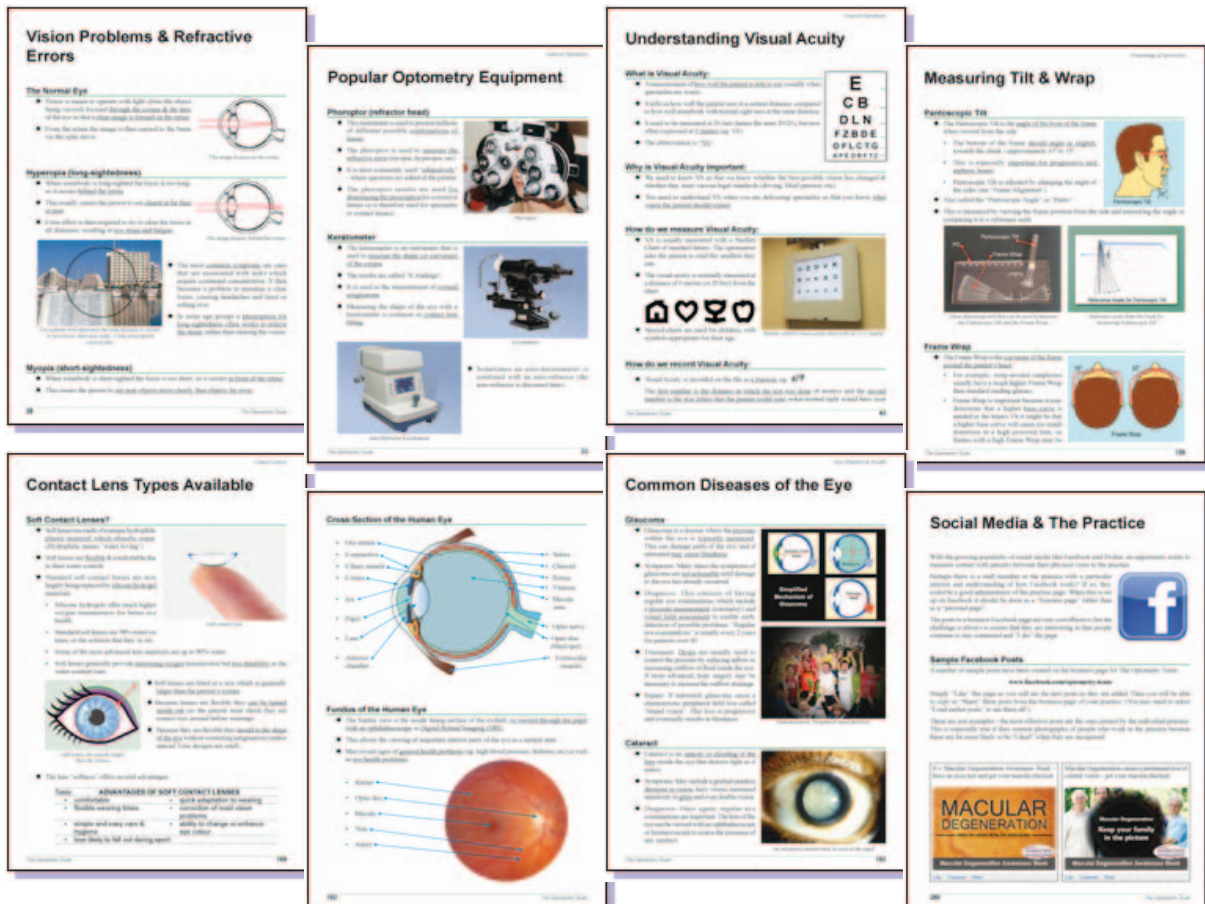
As shown in the following "Contents" listing from the book, staff will learn about eyecare, lenses, frames, contact lenses, ophthalmics, office procedures, etc.

Document: 00301 Last edited: 15/8/14
Author: Anthony Hanks, OD



The 4th Edition

Some Sample Pages . . .



The Optometry Team

Development Manual for Support Staff in Optometry Practices

<i>Introduction</i>	<i>19</i>	Interpreting Visual Acuity:	44
Foreword	19	How do we record Visual Acuity:	45
<u>This Development Manual</u>	<u>20</u>	<u>Common Questions You May Be Asked</u>	<u>46</u>
Aim of this Manual.	20	What Fees Do You Charge?	46
Expected Outcomes	20	How Often To Have Our Eyes Examined?.	46
Anthony J Hanks, OAM.	21	What Happens When I Have My Eyes Examined?47	
<i>General Optometry</i>	<i>23</i>	What is Visual Therapy?	48
<u>The Eyecare Professions</u>	<u>25</u>	When Can I Come For An Eye Examination?.	48
Ophthalmologists	25	What's Wrong With Ready-Made Spectacles?.	49
Optometrists	25	<u>Vision Problems in Children</u>	<u>50</u>
Behavioural Optometrists.	25	Babies Vision Problems	50
Optical Dispensers	25	Pre-Schooler's Vision.	51
Optical Mechanics	26	School-Aged Children's Vision	51
Optometric Assistants	26	Children's Vision Problems	53
Orthoptists	27	Contact Lenses for Children.	55
Eyecare Statistics	27	Vision-Related Learning Difficulties	55
Age Distribution of Patients.	27	Vision Advice for Children.	55
<u>Vision Problems & Refractive Errors</u>	<u>28</u>	Preventing Eye Injuries	56
The Normal Eye	28	A Child's Vision Examination	56
Hyperopia (long-sightedness).	28	<u>Check Your Progress 1b:</u>	<u>57</u>
Myopia (short-sightedness)	28	<i>Spectacle Lenses</i>	<i>59</i>
Astigmatism	29	<i>Spectacle Lens Types Available</i>	<i>61</i>
Amblyopia (lazy eye).	30	Single Vision	61
Muscle Incoordinations	30	Bifocals.	61
The Normal Vision Changes with Age.	31	Trifocals	62
Presbyopia	31	Progressives (Multifocals or PAL's).	62
Colour Vision & Colour Blindness	31	Extended Focus Lenses	62
<u>Popular Optometry Equipment</u>	<u>33</u>	Stock or Grind?	62
Phoropter (refractor head)	33	Photosensitive Materials.	63
Keratometer	33	High Index Material	63
Direct Ophthalmoscope	34	Aspheric Design	63
Binocular Indirect Ophthalmoscope (BIO)	34	Special Treatments	63
Biomicroscope (Slit-lamp).	34	<u>Understanding Lenses for Sunglasses</u>	<u>65</u>
Tonometer.	35	Standard Sunglass Lenses	65
Vertometer (Lensmeter)	36	Photosensitive Sunglass Lenses	66
Retinoscope	37	Polarized Sunglass Lenses	66
Auto-refractor.	37	Eye Sun Protection Factor (E-SPF)	67
Trial Case & Trial Frame	37	Comparing Sunglass Lenses.	68
Medmont C100.	38	<u>Spectacle Lens Suggestions</u>	<u>69</u>
Perimeter or Visual Field Analyser	38	Single Vision (clear or standard tint)	69
Fundus Camera (Retinal Camera)	38	Bifocals.	70
Gonioscope or Gonio Lens.	39	Progressives	70
Stereoscopic Vision Tests.	39	Extended Focus Lenses	71
<u>Ocular Coherence Tomography</u>	<u>40</u>	Photosensitive.	71
The Instrument	40	Anti Scratch Coatings.	71
What is the Advantage?	40	Anti Reflection Coatings	72
OCT Results	40	Therapeutic Coatings for Eye Fatigue & Health	72
<u>Check Your Progress 1a:</u>	<u>41</u>	<u>Understanding a Prescription</u>	<u>73</u>
<u>Understanding Visual Acuity</u>	<u>43</u>	The Language of a Prescription	73
What is Visual Acuity:	43	Sphere, Cylinder & Axis?.	73
Why is Visual Acuity important:	43	Right or Left?	74
How do we measure Visual Acuity:	43	Spectacles or Contact Lenses?	74
How do we record Visual Acuity:	43	Distance or Near?	74
Low Vision:	44	Plus or Minus Lenses?	74

Strong or Weak Lenses?	75	What are Monocular PD's?	123
<u>Transposing a Prescription</u>	<u>76</u>	Why Monocular PD's are Important	123
Minus or Plus Cyl Format?	76	How to Measure Monocular PD's	123
<u>Check Your Progress 2:</u>	<u>77</u>	Recording the Monocular PD's	125
<i>Spectacle Frames</i>	79	<u>Measuring Progressive & Aspheric Heights</u>	<u>126</u>
<u>Spectacle Frame Components</u>	<u>81</u>	What are the Heights?	126
The Parts of a Frame	81	Why Heights are Important	126
Different Types of Temples:	81	How to Measure Heights	126
Frame Measurements:	82	Recording the Aspheric or Progressive Heights	128
Different Types of Bridges:	82	From Datum or Frame Rim?	128
Some "Less Common" Frame Items	83	<u>Measuring Tilt & Wrap</u>	<u>129</u>
<u>Spectacle Frame Types</u>	<u>85</u>	Pantoscopic Tilt	129
Types of Spectacle Frames:	85	Frame Wrap	129
Different Qualities:	85	<u>Check Your Progress 4a:</u>	<u>131</u>
<u>Spectacle Frame Selection</u>	<u>87</u>	<u>Advice for Using "Own Frames"</u>	<u>133</u>
The Needs of the Patient:	87	Why are "Own Frames" a Problem?	133
Requirements for Different Lenses:	88	Guidelines for Use	133
<u>Check Your Progress 3a:</u>	<u>91</u>	<u>Delivering The New Spectacles</u>	<u>134</u>
<u>Managing The Frame Inventory</u>	<u>93</u>	Appointment for Collection of New Spectacles	134
What Matters Most to Patients?	93	Frame Adjustment & Lens Positions	134
Features & Benefits	93	Demonstration of Lens Performance.	135
Tips for the Frame Dispensing Area.	94	Problems With Poor Performance?	135
Frame Stock Level	96	Advice on Adapting to a New Prescription	136
Number of Frame Suppliers	96	Highlight Lens Features & the Frame Warranty	136
<u>Buying for Practice Success</u>	<u>97</u>	Case, Cloth & Cleaner	136
Necessity of Discounts for Survival.	97	The Patient's Next Visit	137
Realistic Number of Suppliers	97	<u>Identifying Progressive Lenses</u>	<u>138</u>
Co-operation With Our Suppliers.	97	Why Progressive Lens Identification is Important	138
<u>Improving Frame Displays</u>	<u>99</u>	What Needs to be Identified.	138
Displaying Collections Together	99	Progressive Lens Engravings & Cross Heights	139
Too Much or Too Little On Display?	99	<u>Near Insets for Progressives</u>	<u>147</u>
Frame Display Signage	100	Progressive Lens Designs.	147
Clip-on Signs for Frame Displays	100	How the Near Inset is Selected.	147
Colour Signs that Slide into Acrylic Holders	101	Near Insets in Different Progressive Designs.	148
<u>Introduction to Frame Adjustments</u>	<u>102</u>	Near Insets and Small PD's	148
Preparation	102	<u>"The Two Thirds Rule"</u>	<u>149</u>
Tightening Screws	102	Balancing the Needs of Near & Distance.	149
Heating the Frame	103	Is the Near Zone Large Enough?	149
Frame Alignment	104	Is the Distance Zone Large Enough?	149
Pantoscopic Tilt	105	Solving a Cross Height Problem	150
Temple Adjustment.	106	<u>Why Are Progressives Such a "Headache"?</u>	<u>151</u>
Frame too Loose?	107	Background	151
Frame too Tight?	108	"Unsuccessful" Progressives	152
Shortening Temple Length	109	Why Do Progressive Lenses Fail?	153
Nose Pads	110	Skills for Prescribing Progressives.	154
Some Other Adjustment Tips	110	Skills for Dispensing Progressives.	155
<u>Check Your Progress 3b:</u>	<u>113</u>	Skills for Delivering Progressives	156
<i>Dispensing of Spectacles</i>	115	Skills for Troubleshooting Progressives.	157
<u>Measuring PD</u>	<u>117</u>	Conclusions	159
Who Takes The Measurements?	117	<u>Refractive Index of Lens Materials</u>	<u>160</u>
What is the PD?	117	Background	160
Why PD is Important	117	Table of Spectacle Lens Materials	160
How to Measure PD.	117	The Relative Thickness of Lens Materials.	164
Distance & Near PD.	119	The Relative Weight of Lens Materials	164
Recording the PD	119	<u>Check Your Progress 4b:</u>	<u>165</u>
What is Bifocal Height?	120	<i>Contact Lenses</i>	167
Why Bifocal Height is Important.	120	<u>Contact Lens Types Available</u>	<u>169</u>
How to Measure Bifocal Height.	120	Soft Contact Lenses?	169
Recording the Bifocal Height.	122	Rigid Contact Lenses?	170
<u>Measuring Monocular PD's</u>	<u>123</u>	Spheres or Torics?	170
		Conventional or Disposable?	171

Clear or Tinted?	172	Our Perception of Ourselves	219
Daily or Extended Wear?	173	The Choice of Practitioner	220
Soft Contact Lens Patient Instructions	174	The Bleything Study	220
Preparation	174	The Hanks 1996 Study	221
Advice about Lens Handling	174	The Hanks 2014 Study	222
Contact Lens Insertion	176	Advertising Within the Practice	224
Contact Lens Removal	177	Letterhead, Business Cards, etc	224
Caring for the Lenses	177	Naming on Spectacle Case, Cleaner & Cloth	224
The Wearing Schedule	179	Patient Information Brochures	224
What to Expect During Adaption	180	Patient Information Handouts	225
Common Questions from New CL Patients	180	Patient Mailings & Newsletters	225
CL Patient Summary	181	Messages On Hold	225
CL Instruction Checklist	182	Using Demonstrations to Communicate	226
Inventory Control for Contact Lens Solutions	184	“Show & Tell”	226
The Need to Control Stock Levels	184	Examples of Suggested Demonstrations	226
Inventory Control Systems	184	Communication of the Fees	239
Check Your Progress 5:	187	Final Total Should Come as No Surprise	239
Eye Structure & Health	189	When Features are Included in Lens Cost	239
Basic Anatomy of the Eye	191	Positive Communication -vs-	
Anterior View of the Human Eye	191	“Your Spectacles Are Wrong”	241
Cut-Away View of the Eyeball	191	A Common Problem	241
Cross-Section of the Human Eye	192	This Result is So Unnecessary	241
Fundus of the Human Eye	192	Using Positive Communication Instead	242
Common Diseases of the Eye	193	There is Not One “Right” Answer for Everyone	243
Glaucoma	193	Positive Communication -vs-	
Cataract	193	“Your Spectacles Are Not Ready”	244
Macular Degeneration	194	Another Common Problem	244
Pterygium	195	This Result is So Unnecessary	244
Diabetic Retinopathy	195	Using Positive Communication Instead	244
Spots & Floaters	196	People Like to be “Special”	246
Blepharitis	197	Positive Communication -vs-	
Eye-drops: What Are They For?	198	“There’s No Refund”	247
Diagnostic Ophthalmics	198	“I Paid for Progressives but I only got Bifocals!”	247
Therapeutic Ophthalmics	200	The Progressive Warranty	247
Multi-Dose or Unit-Dose?	203	“They’ll make 2 pairs but you only pay for 1”	247
Instilling Eye-drops	204	The Power of the Majority	249
General Advice to Patients	204	Decision Making	249
How to Correctly Put Eye-drops in the Eyes	204	The Lesson of Hotel Bath Towels	249
The Importance of Regular Eyecare	205	Social Proof	249
Changes in Vision & Eye Health	205	Applications to Optometry	250
The Interval Between Check-ups	205	Check Your Progress 7a:	251
Laser Refractive Surgery	206	Patient Loyalty	253
What is Refractive Surgery?	206	“Survey of Returning Patients & Their Loyalty”	253
Who is Suitable for Refractive Surgery?	206	Presentation of the Practice	256
How Successful is Refractive Surgery?	206	How Do People Judge Our Service?	256
What Does Refractive Surgery Cost?	207	Areas to Review	256
Involvement of This Practice?	207	Recall Response Rates	260
Handling an Eye Emergency	208	Systems for Patient Recall	260
Degrees of Emergency	208	Pre-Conditioning for Recall	260
Eye Accidents	208	“Survey of Recall Effectiveness”:	261
Chemical Burns	209	Telephone Recalls	263
Check Your Progress 6:	211	Procedure for Telephone Recalls	263
Practice Development & Marketing	213	How to Handle Recall Rejection	264
Appointment Scheduling	215	Eyecare Talks for Community Groups	266
Managing Your Time	215	Offering a Speaker	266
Managing the Appointment Book	215	Proposed Topics	267
Sample Appointment Page	217	The Routine Use of Handouts	267
The Terminology We Use	218	Referrals from Local Doctors	273
Remember to be Charming	218	Why Doctors’ Referrals are Valuable	273
The Perception You Create	218	Visiting Local Doctors	273

Resources for Doctors	274	Check Your Progress 9:	323
Press Releases	277	<i>Reference Section</i>	325
Why Would They Print It?	277	Abbreviations Used	327
Preparing a Press Release.	277	Contact Lens Vertex Correction	330
Sending a Press Release	277	Radius to Diopter Conversion	331
Social Media & The Practice	280	Suggested Tints & Filters	332
Sample Facebook Posts	280	Eye Sun Protection Factor	333
Low Cost Competitors	284	Lens Layout Chart	334
Is a Lower Cost Possible?	284	Frame Wrap	335
Do They Have Lower Operating Costs?	284	Frame Pantoscopic Tilt	336
Is It the Same Product?.	285	Base Curves of Lenses	336
The Advertised Price?	285	Check Your Progress 10:	337
Service and Repairs?	285	<i>Optometry Terminology</i>	339
Brand Name Price Advertising.	286	Terms & Definitions	340
Selling Through On-Line Websites	286	<i>Index of Key Words</i>	351
Those Selling Through a Pharmacy	286	Fast-Find Index	352
Requests for Prescriptions	287	<i>Miscellaneous</i>	362
Lens Type On Prescriptions?	288	Crossword - General Revision	362
Warranty On Lenses Purchased Elsewhere	288	Infographic - The Journey of Life for Our Eyes	364
Adjustments On Frames Purchased Elsewhere	289	Completion Certificate	367
The Positioning of Traditional Practices	289	Recognition of Achievement	367
Patient Education: Sight Matters	290	Ordering	367
Information Website	290	Your Resumé	367
FAQ's	290	<i>Your Feedback</i>	371
One Percent Improvements	292	Assessment of this Book	371
1% Improvement Projects	292	Promotion of Availability	371
Making Appointments	293	The Workbook	371
The Options for Frames	294	The Topics & Content	371
Patient Registration Forms	295	Overall Evaluation	372
Own Frames	296	<i>For the Supervising Optometrist</i>	373
Assume Payment in Full.	297	Checking Progress With This Course	373
Patient Greeting	298	Checking Progress: Answers	374
Follow-Up Phone Calls	299		
Taking Their Script.	300		
Check Your Progress 7b:	301		
Office Procedures	303		
The Patient's Optometrist	305		
Returning Consultations:	305		
Crediting Sales to the Optometrist or "Other"	305		
Pricing of Stock	307		
Spectacle Frames	307		
Spectacle Lenses.	307		
Sunglasses	308		
Contact Lenses & Solutions	308		
Sundries, Magnifiers, Chains, Counter Sales	309		
Vision Training Equipment & Low Vision Aids	309		
Bar Coding	309		
Stocktake & Depreciation	309		
Spectacle Lens Warranty Claims	310		
The Need for No Charge Lens Changes.	310		
System for No-Charge Lens Remakes	310		
Check Your Progress 8:	313		
Office Policies	315		
Patient Fees & Payments	317		
Spectacles Fully Covered by Health Funds	317		
Discounts	318		
Payment When Ordering or On Collection	318		
Warranty on Spectacle Frames	320		
Three Warranty Periods?	320		
What the Warranty Covers	321		