



1



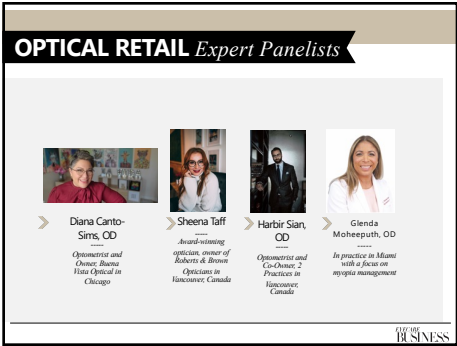
2



3



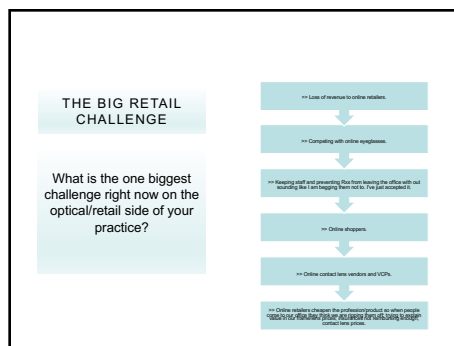
4



5



6



7

### WHAT ARE the Real Numbers?

**ONLINE SHOPPING.** More than half of survey respondents have made an online eyewear purchase, with most purchases being made on their smartphones.

- 56 percent of American adults said they have made an online eyewear purchase.
- 35 percent of prescription glasses wearers have bought their glasses online at least once and 53 percent of those who use non-prescription products have bought their eyewear online.
- Among those who have ever purchased eyewear online, 80 percent looked for reviews online and 61 percent of those say the reviews influenced their selection.
- Among those most recently purchasing any eyewear online, 47 percent made their previous eyewear purchase in-person.

Source: The Vision Council Focused Insights 2022: Digital Habits Report, 3,102 U.S. Adults

8

### The Good News...

"My best advice for how to compete with online competition is—don't! Instead, embrace everything you can do that a website cannot."  
—Jennifer Lyerly, O.D., Triangle Visions Optometry

"Recognize that we can never win the low-price game, and that those attempting to be all things to all people are the most vulnerable."  
—Mick Kling, O.D., Invision Optometry

9

### THE Changed Landscape

The pandemic ushered in the rise of online sales, omnichannel solutions, telemedicine, and other virtual platforms like virtual fittings and virtual eyewear try-on.

How do you view online Rx eyewear sales?  
A key competitor or a non-issue?  
Have you lost patients to online?

10

### RETAIL OPPORTUNITIES

What is the one biggest area of opportunity right now on the optical/retail side of your practice?

- >> Attracting staff and new patients (patient retention is excellent but new patient exams logged in the first quarter were 48% fewer than the previous 3-yr average).
- >> Competing with online sales—but how?
- >> New frame lines.
- >> Brand/layout rearranging.
- >> Some patients value in-person customer service and tailored solutions, which are our strength.
- >> Rx sunwear + sunwear 2nd-pair sales.
- >> New lenses + coatings available today.

11

### EXAMPLES of Success

How are you succeeding in today's new eyewear retailing environment?

Innovative optical retail strategies positioning panelist's practices for optimal growth.

12

**Rapid-Fire Strategies**

> **Is There a Quick Fix? Innovative Takeaway Strategies.**

Quick-fix takeaway strategies for moving a practice onto a successful retail path today, including fresh ideas, old practices that should be retired, and fast fixes that could have a long-term effect.



THE BUSINESS

13

**eb.**  
eyecare business



**QUESTIONS**

Eyecare Business  
Optical Retail Strategies Panel

14