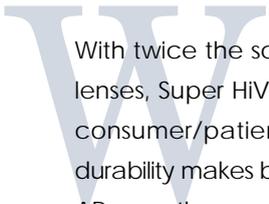
The image features a large, circular lens in the center, surrounded by numerous water droplets of various sizes on a light-colored surface. The lens has a thin, multi-colored rainbow-like reflection along its right edge. The Hoya logo is positioned in the upper left corner.

HOYA

The Practical Guide To Increase **AR Lens** Sales

IT'S WHAT YOU DON'T SEE THAT MAKES THE DIFFERENCE!



With twice the scratch resistance of other anti-reflective lenses, Super HiVision lenses are twice as good for every consumer/patient that enters your office. First, the best durability makes both the optician and the consumer value AR more than ever before. When a product's performance can be relied on, it is used more often and more confidently. Next, maintaining the clearest vision enhances all life's activities. So, they help patients look and see better at critical times, at work or when driving, especially at night. Why is AR a critical step in the delivery of the best in eyecare?

HOYA Super Hi-Vision Lenses

The answer to that question is in the way that HOYA Super HiVision lenses deliver their benefits to wearers and ECPs alike. The patented system dramatically resists scratching, reduces glare and fights dust and dirt for unsurpassed vision clarity.

- **UNBEATABLE SCRATCH RESISTANCE** – Super HiVision is the most abrasion and scratch resistant AR on the market. With a Bayer abrasion score approaching glass, patients are assured of the lens durability that may have prevented them from purchasing AR in the past.
- **EXCLUSIVE SUBSTRATE MATCHING PROPERTIES (SMP)** – HOYA's exclusive SMP matches the index of refraction of the hard coating with the lens material. This removes the inconsistent colors seen in the reflections of other AR coated lenses. SMP provides a better looking AR and improved lens clarity.



- **SUPER CLEANABLE TOPCOAT** – A super-cleanable topcoat lets wearers clean lenses with greater ease and provide the convenience of lenses that are easily kept clean. Lenses last longer, clean easier and stay clean longer.
- **CRYSTAL CLEAR, MAXIMUM ANTI-REFLECTIVE PERFORMANCE** – Once patients experience crystal clear vision with their glasses, they never go back to lenses with glare.
- **BETTER LOOKING** – Both eyewear and patient look better with AR, after all, now others can see them as well as they see the world.
- **NO OTHER LENS IS MORE COMFORTABLE AND DURABLE** – Combine the thinness and lightness of the HOYA selection of lens materials and the durability of Super HiVision. When asked, consumers report that the two most important extra qualities of their eyewear are lightness and scratch resistance.* And, as age increases so does their importance. Meet their needs with HOYA Super HiVision lenses.
- **MEET THE HEALTH AND PROTECTION MANDATE** – Choose Phoenix or any of the HOYA high index materials and automatically provide 100% UV protection while the AR process and material properties deliver increased impact resistance as needed.

HOYA puts all these together to deliver superior lenses for you for your patients. Just like AR adds to the performance of eyewear, HOYA will make you look good.

The Path to Success

The path to success is to use products that can demonstrate better technology, perform better in real world situations and be better able to communicate the advantages for patients.

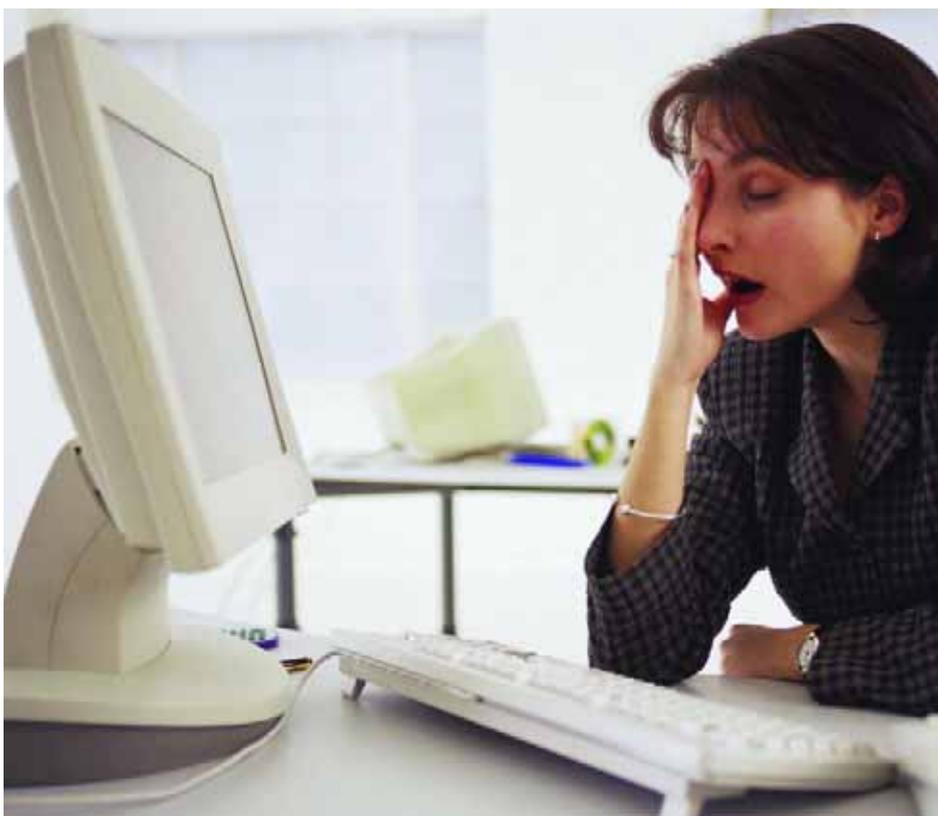
*Source: VisionWatch, a Jobson and Vision Council research project



The Problem Without AR

Lens Reflections

First, anti-reflective coatings minimize surface reflections; without them surface reflections cloud vision. The intensity of surface reflections get worse as the lens material index increases or off very flat surface curves. Flatter front (higher minus lenses) and flatter backs (higher plus lenses) have more visible reflections. In sun lenses, the dark back concave surface makes reflections much more visible and the concave shape magnifies the reflection in high minus lenses, In high plus sun lenses, they flood the surface. The best of AR virtually eliminates the internal and surface reflections on clear and sun lenses.



Reflections Get in the Way

In an office, overhead lights, computer screen reflections and windows add to glare. Surface and internal lens reflections intensify them and get in the way of crisp vision. When driving at night, the flash of the oncoming headlight creates surface and internal reflections multiplying the effects of the light's intensity.

Who's Most at Risk?

While everyone's vision is affected by reflections, patients with high plus or minus lenses, computer users, and our senior patients benefit more.

They may have cataracts, a cloudy vitreous and/or age related macula degeneration. With a slower reaction time and typically small pupil the additional light with AR lenses is important for discrimination to make them more comfortable in all situations.

The Mechanical Effects

The reflecting color, especially of high index lenses without index matched hard coatings, results in a rainbow look of alternating green and purple bands or concentric circles that

mar the premium look of the glasses. Use index matched coatings for the best look.

Edge reflections are bad without AR. The reflection of the edge's features, thickness,

| LENS/INDEX | TRANSMISSION | |
|-----------------------|--------------|--|
| | Non-AR | |
| Standard Plastic 1.50 | 92% | Improve standard plastic to >99.5% transmission with Super HiVision lenses. Use it to make any lens material better. |
| Crown Glass 1.52 | 92% | |
| Polycarbonate 1.59 | 90% | |
| High Index 1.60 | 90% | |
| High Index 1.67 | 88% | |



especially if polished, is reflected internally between the insides of the front and back lens surfaces making them very visible. Add AR and the entire appearance of the wearer changes.

Without the best in AR, lenses are less abrasion resistant. Scratches to the front and back add to the other ghosting effects of reflections and further obscure the wearer's vision. With Super HiVision, the unique combination of the AR highly compacted layers and SMP hard coats add abrasion resistance, almost that of glass. The result is lenses that improve the durability and clarity



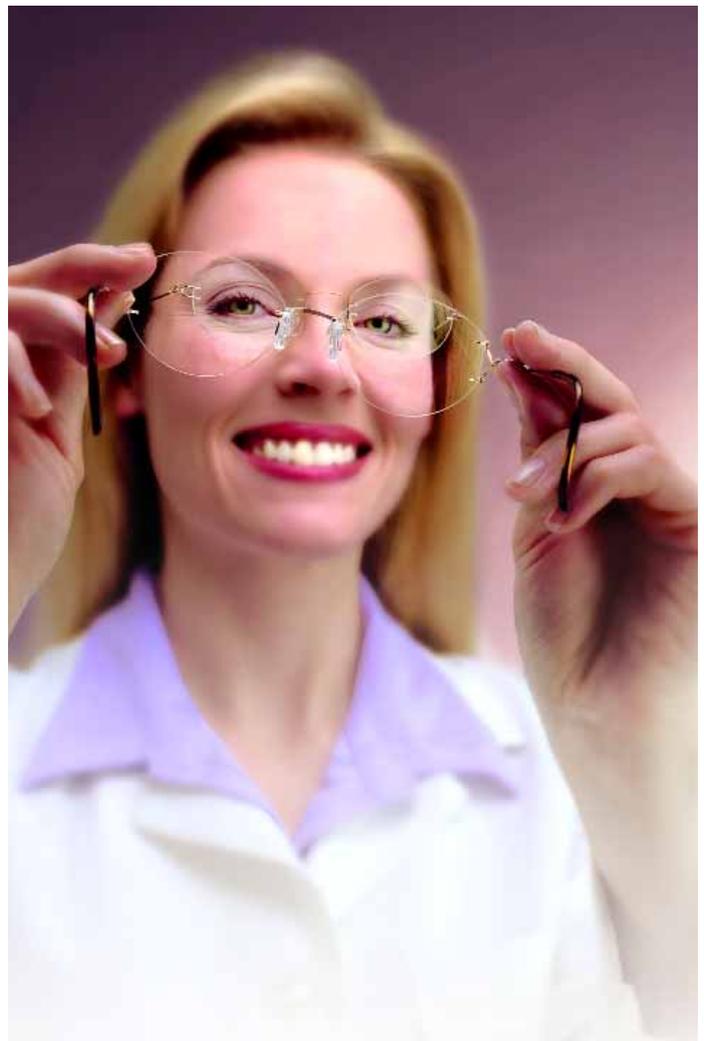
of the lenses for more than the life of the prescription.

A Bit of History

Every optician has patients that say "Oh, I had anti-glare coatings before and I couldn't keep them clean..." or some other form of objection. While we all appreciate our own past experiences, we all know that technology changes and performance is improved. Think about your car, computer, cell phone, iPod, etc. AR is a technology and patient driven product. The performance and technology of Super HiVision creates lenses that would answer the toughest patient's objection.

The same is true for the ECP. Past experiences may have you shy about recommending the best of AR. Yet those that do have few issues and not surprisingly, have little issue selling it, even when higher priced. Why? It's because when patients receive the performance that was promised, there's value and patients will pay for the right benefits that answer their objections or needs. Discover their needs and they will be receptive to your recommendations.

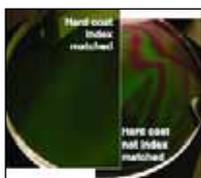
AR that improves the durability and clarity of the lenses for more than the life of the prescription.



It's what you don't see that makes the difference; HOYA does it right.

Putting the best technology inside Super HiVision AR means that there's nothing for the optician or patient to be concerned about.

- **Abrasion resistance approaching glass** – The super scratch resistance of Super HiVision AR is the result of two technologies, a unique series of ultra-compact AR layers and specially tuned dual hard coats on each surface. This combination delivers twice the abrasion resistance of the leading AR coating. Here, a Bayer rating system is used to measure abrasion. Super HiVision and special uncoated plano plastic lenses are abraded together under a layer of sand in an oscillating tray. Both lenses are measured for haze created (the light blocked by abrasion) after a standard number of cycles on a laboratory haze meter. Super HiVision lenses are 10.9 times

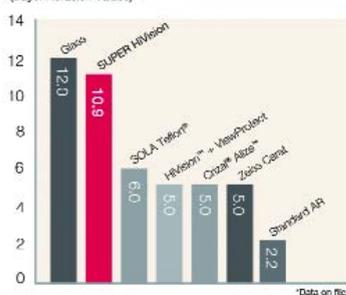


clearer than the standardized test planos (glass has a Bayer of 12). Since fewer scratches means clearer lenses and better vision, the higher the Bayer the better.

- **Substrate Matching Properties (SMP)** – The index of the hardcoating is custom-matched to the index of the lens material.

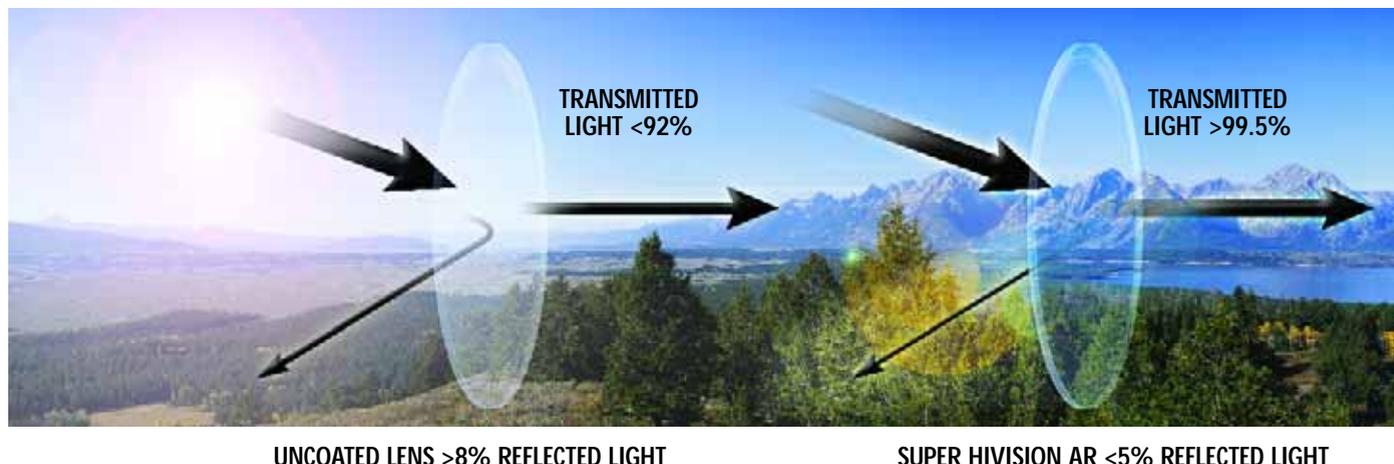
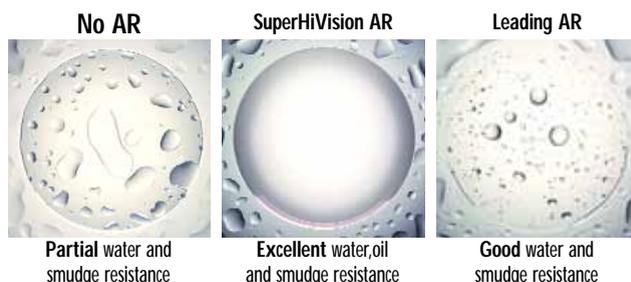
This is not the case in the majority of high index lenses surfaced by the lab. Index matched coatings are expensive but without them, high index lenses have

Scratch Resistance Rating (Bayer Abrasion Values)*



color fringes from interference. Super HiVision lenses have no interference patterns and this provides unsurpassed clarity for the best appearance in lenses. If the consumer chose the best in high index, why not ensure that all facets of the coatings are customized to the material for the best in performance?

- **Ultra compacted layers** – An odd number of thin metal oxide layers are added onto the hard coat. They are deposited in a vacuum chamber but the HOYA process creates a more densely packed surface for each of the AR layers and the result is improved adhesion, durability and performance. How thick is this coating? Imagine a 150-story skyscraper with 1/4 inch of snow on the roof. That's comparable to the thickness relationship of HOYA AR and a lens. This thin/thick relationship provides a highly scratch resistant surface and the flexibility required in everyday eyewear that won't crack or craze like older AR.
- **Super hydro and oleophobic treatments** – The highly compacted layers and an application of a top layer of super water and oil resistant treatment makes lenses easy to clean and keep clean. Without it, AR is inconvenient and no one wants eyewear that is inconvenient.
- **The complete lens** – transmits >99.5%, almost all the light that hits the front surface so vision is clear in a lens that both patients and ECPs can rely on.



Making AR Look Easy



Ask an expert for the ways that Super HiVision made a difference in their office. It's always good to learn from your peers, especially if they are successful at something that you want for your own office. Here we spoke with an office manager, optician and doctor for their advice.

Meet **Anna Sim** who works for **Dr. Jean Hua** at the **Columbia Vision Center** in Seattle Washington. According to Anna, their success with Super HiVision is a multi-faceted approach. Dr Hua recommends it during the exam, they both believe in the performance of the product, and the product performs as claimed. In addition, as Anna says "I wear it myself, so I it's easy to tell patients my own personal experiences with Super HiVision. I love it and that comes through when recommending it." She goes on to say that they dispense no low quality AR, only the best. In this way, patients don't come back with issues and it matches the promise that they make to their patients to deliver the best.

Anna uses demonstrators, consumer brochures and personal stories when recommending. They also believe that they have priced it fairly for its value to patients and so 84% of eyewear from Columbia Vision Center is AR. She believes that this helps keep patients coming back year after year and more often than just when they need another eye exam. As a 10 year customer of HOYA, their rep, service and support has helped especially with the inevitable time crunch every office experiences regularly. Being able to rely on your lab and their products makes everyday easier. "Some things may cost more, but the time their quality saves, saves us more".

Golden Optical is a locally owned optical boutique in **Portland, Oregon** and **Melody Crase**, the Optical Manager says, "its simple to have over 70% of lenses AR". Melody explains and shows patients how they physically will see better, why it's important on high index lenses and how vision at night can be significantly improved.

"Super HiVision makes care really easy – its topcoat doesn't attract dust and dirt like older AR, scratch resistance is better than the other AR we've tried and HOYA stands behind it for 2 years. This give patients more confidence in

us because of the products we provide." In fact, Golden Optical owned by Dr. George Nelson, tells these same things on their website. Hoya Super Hi-Vision, scratch resistance comparable to glass, so tough that HOYA offers a two year scratch warranty.

Located in downtown, they have a lot of patients, like lawyers and doctors that rely on the ability to communicate well, they appreciate their collection of "exclusive eyewear found nowhere else in Portland and the use of Super HiVision to see and look best". Melody went on to say that the "personalized lab service was best and helps them be the practice that keeps patients coming back for their next pair of glasses"

From the doctor's perspective, **James W. Kershaw O.D.** of **North Olmsted Ohio** makes it clear, "For my practice, the benefits of Super HiVision go well beyond the general benefits of good AR. The durability and easier care that patients experience has created a momentum in our office. The successes allow me and all my staff to project our confidence in the product. When patients purchase, the product delivers on what we say and the momentum continues."

In the exam room, Dr. Kershaw is more likely to target those patients that benefit most from AR. They are the high plus or minus patient because of the flatter front or back lens surface, sunglass wearers, computer users and seniors. And, because, Super HiVision has been able to answer the complaints that the skeptical former user of AR has, staff is not concerned with a patient's "bad past experiences" even if the experiences were from their own office.

While not every patient purchases AR, most do. There are always some limitations like insurance or budget. So while the entire office believes in AR, they also use a variety of tools like brochures and visuals to better explain it. The most important though is a single Super HiVision lens, with a circular AR in the center of a non-coated lens. There is one on every dispensing table. In addition, the office sets goals for AR and there is a reward program for staff.

Always thinking AR is a culture change and will take time to be part of everyone's efforts. However, the right product supports and re-enforces the change. According to Dr. Kershaw, "since the long lasting benefits of Super HiVision are more functional rather than cosmetic, they have easily become part of every patient's visit."

Making AR a part of the practice



Today, AR is part of every office. The difference between each is the importance that the office, doctor, staff and optician places

on the effect that AR adds to improving the life of a wearer. In some offices, they have agreed that all eyewear automatically receives AR since their mission and positioning is to always provide the best in eyecare. That means that they believe that AR is the right solution for all wearers since it improves vision, comfort, safety and adds to the overall wellness of patients.

- **For the Patient** - Virtually all patients are potential wearers. Current technologies of adding AR to all lens materials and styles enhance the eyewear experience. In fact, once patients wear AR they rarely go back to non-AR lenses. Increasing comfort and satisfaction improves the identity of the office and all that participate to every patient. That means increased loyalty and trust. And, price is rarely an issue. The right benefits have value and patients will purchase them again. Super HiVision fits.

Estimating the value of patient satisfaction is a good way to think of adding Super HiVision lenses. Over a patient's lifetime, they have exams, purchase products, ask advice, bring in family members, help with word of mouth advertising and participate in the changes that the practice decide to implement. They are the reason that the practice exists and each adds a high value to the overall practice.

- **For the ECP** - The best AR is easily sold, ordered, and dispensed. Be sure to choose an AR that meets your expectations so that your judgment and recommendations are appreciated and adds to the patient's trust in your office. There should be very few redo's and returns, deliver increased patient satisfaction, revenue and profit.
- **For the Practice** - Choose the best technology, performance and communicate it to every patient.

Reaching the consumer

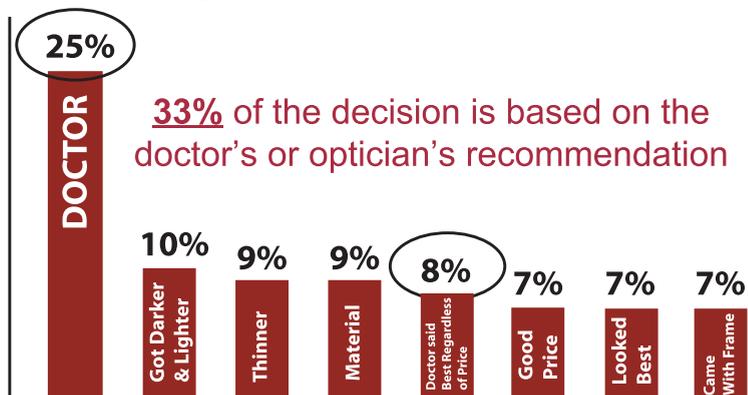


What are the requirements to reach the consumer? Start by thinking of all the ways that consumers see you. Everything that patients see should be supportive of AR. Your website, ads and newsletters talk the advantages of AR. Brochures and samples are readily accessible. From an office cul-

ture point of view, everyone in the office should agree that the best AR makes lenses better. While there may be personal preferences, all should agree that the patient, if wearing AR is better cared for. The patient, of course will make the final decision to buy. However, in all cases, the patient should be given the option. What should you be doing?

Make AR a focus in the entire office. Use the office to showcase AR by having everyone wearing it, turn the reception area into a classroom and describe AR in reception through

Most Important Reason for Lens Choice



demonstrators that patients can handle, videos for them to see, counter cards that tickle and reinforce the message and brochures for them to read. Be prepared to discuss it during pre-testing when taking a history and defining problems or issues. Have written material available that the patient can carry with them into the exam room.

Doctor, AR on your own eyewear is important for patients and staff to see. Leading by example is key. Be prepared to discuss the benefits of AR for night driving, improved vision and the overall well being that it promotes. Dazzling explanations also make a difference. Consider using models of the eye, handheld demonstrators photos/drawings, sample lenses, videotapes, exam summaries, brochures and written materi-

als. Visual aids in the exam room appeal to patients who are auditory or visually oriented. Patients will recall 60% more of what you tell them if you use a visual aid.

The doctor and optician's recommendation is also a critical decision making tool for the patient – after all they see you as the expert and are after the best advice. In fact a third of all the reasons that patient choose AR is from your recommendation, especially the doctor.

In the dispensary, have an AR lens sample on every table. They are small and add a professional and high technology demonstration for every patient. Consider power packages that better position the combination of benefits that exactly meet the way that patients wear their glasses. High impact, thinner/lighter, outdoors all are better when combined with AR. Have information and materials available.



This simplifies the way that you can explain the benefits to wearers and is in keeping with the way that we buy most items today i.e., a variety of features are perfectly tuned to meet both now and future needs. In this case, Super HiVision is correctly and chemically integrated with lens material choices for the perfect match.

Teaching staff to say the right things

Consider taking a consultative approach to teaching patients about AR. With the right information and the right words, patients will better understand the ways that they benefit from AR and will understand that it promotes better vision and their overall well being.

Using the right words and teaching everyone in the office to use them gets it right for patients and ensures that the message is consistent so patients are not confused as they talk to a variety of staff members.

CONSIDER THE FOLLOWING SHORT SCRIPTS

“AR Coatings are for everyone but, in particular the thinner and lighter lenses that you have chosen. They enhance and are critical for the best vision through these new lenses.”

“Super HiVision provides the best clarity for night driving by virtually eliminating reflections and ghost images from the lenses so vision is sharp and contrast is enhanced.”

“Your computer screen will be clearer and you’ll be more comfortable for longer periods of time while at the computer.”

“Wherever and whenever lens reflections get in the way eliminate them with AR lenses. For example, as a salesperson (friend, nurse, etc.) reflections can hide your eyes when you’re trying to explain an important point. Eye to eye contact improves communication. AR lenses make the clearest statement with your eyes.”



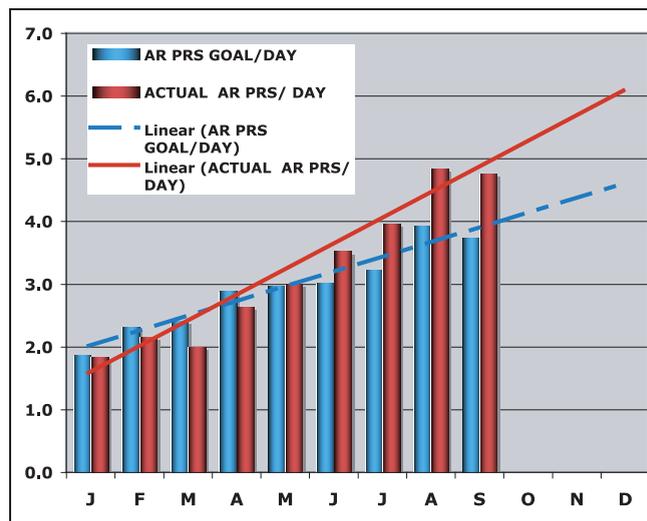
Measuring success

Lastly, be able to measure your success at making AR lenses the majority of lenses sold. Set goals, train everyone, have a kick off party and then measure your success.

Start by getting a review of your AR lens purchases from your lab – your HOYA lab can easily get this to you. Begin by setting the increased percent of AR that is targeted for some time period, say the next six months. Next determine the number of additional AR pairs that will be every day. That is an easier goal to understand than a six month or percentage goal. Create a graph with two lines that charts every day's eyewear sales and those that were AR. In this way the AR goal is visible to everyone in the office and everyone can assist in helping patients understand how they're doing. Increased AR results in increased revenue, average sell price, profit, patient satisfaction and ultimately more referrals, patients and practice growth. It also adds to everyone's personal satisfaction in the office that patients are better taken care of.

Finally

To make AR a success for you and patients, offer the best to everyone and make it part of an overall package that answers their personalized needs with the lens benefits they want. Understand the technology that's hidden inside the best AR and describe how it makes a difference in every



AR SALES PER DAY

Each month the number of pairs of AR lenses are recorded versus the total eyewear sold. Those numbers are divided by the number of days eyewear of each month. This gives the AR goal and those sold every day.

Also added are trend lines - here the office is beating their goals (red line) for AR sales per day. By showing the per day sale, each optician knows how the month is going and what their targets are every day.

patient's vision every day, all day. Demonstrate how they work by providing a variety of ways to make every patient understand. Then set goals, chart sales and celebrate your success and patient satisfaction. It's really easy since AR like Super HiVision has everything inside to make you and your patients sparkle clearer than ever before.

ANSWERING OBJECTIONS

1. Listen, be sure to get the whole story, then talk

Repeat the objection, as a question, this shows that you are listening and you understand that there is an issue

2. Don't argue with the patient and don't suggest that they don't understand

- Review the benefits and then help the patient to understand them and their cost
- Most often, patients will choose a better product if they understand the benefits

3. Don't pre-judge

"You can't judge a book by its cover; patients either".

4. Communicate well

Patient's interests and wants require a conversation that describes all the benefits in easily understood words. Be able to describe the benefit in 2 sentences.

