

EXPLORING THE LATEST INNOVATIONS IN PHOTOCROMIC TECHNOLOGY

Transitions® Lenses have always been popular at Mi Vision in San Antonio, Texas. They have been a

top choice among everyday eyewear users, seeking a single pair of glasses that adapt seamlessly to changing light conditions, darkening outdoors and returning to clear indoors.

A Transitions event where the entire optical staff was invited to become Transitions® Certified Experts last winter took the engagement to a whole new level. **Elizabeth Estremadura**, the practice's patient experience supervisor, says the education the team received resulted in a higher level of confidence.

Eight vibrant colors

Now, the team presents *Transitions® GEN S™* lenses, available in eight vibrant colors with enthusiasm. The exclusive colors resonate with a broad audience, and the opticians can help patients identify the style that they're most comfortable with. Optical custom can match frames lenses to deter their own unique Estremadura says that people love that they are not limited to only brown or gray lenses. "They love that they can add color. And we can help them find the color that darkens to just the darkness level they want," she says.

After the training and certification, several opticians have started wearing their *Transitions GEN S* eyewear all the time. It makes a big impression on patients who see an optician with virtually clear lenses in

the office. That helps assure patients that these are perfectly suitable as everyday lenses, says Estremadura. Most patients,

she says, choose their eyewear with *Transitions* Lenses as their primary pair. "Patients don't want

"I want to know if they are already wearing *Transitions* Lenses," she says. If they are, she assumes the patient will choose *Transitions* again.

"I don't want patients who have become accustomed to the convenience and comfort of *Transitions* Lenses to buy



Elizabeth Estremadura

"I can educate them about the importance of UV protection and the comfort of having lenses that adjust to the light"

— Elizabeth Estremadura

to carry two pairs of eyewear with them," she says.

Recently, the optical department received a UV light box so that opticians can demonstrate how the lenses darken. Patients can also take a lens outdoors to see it change in real time and fade back when re-entering the optical.

regular lenses instead. I'm afraid that they'd come back a few weeks later unhappy that their new lenses don't adjust to the light like *Transitions* Lenses do," she says.

If they don't know about *Transitions* Lenses—or even if they do—she brings them to the *GEN S* displays so they can see the colors. "It's fun to show them, and while they're looking, I can educate them about the importance of UV protection and the comfort of having lenses that adjust to the light," she says.

Greater staff confidence

The recent training has not only enhanced the staff's expertise, but it has also promoted their confidence when discussing these lenses with patients. Estremadura

says that demonstrating the lens technology is easy, fun, and informative for patients. Whether patients are new to *Transitions* or familiar with the brand, the *Transitions GEN S* lens option adds colorful choices and new opportunities to share education and help enhance patients' visual comfort. **PA**



Transitions® GEN S™ Lenses in Ruby

Proactive presentations

Estremadura says she now asks every patient coming into the optical whether they have eyeglasses that darken when they go outside. "Do those get dark in the sun?"