



As video centring systems become more popular and most premium lens manufacturers develop their own sophisticated multi-functioning units, you may be asking yourself if or why you need a video centring system that measures in 0.10mm steps?

Your trusty frame rule, combined with a marker pen, has never let you down in the past, so is it necessary to upgrade to a video centring unit?

As the number of independent practitioners on the high street diminishes, the more forward thinking eye care professionals are researching all areas where they can set themselves and their practices apart from their competitors. It isn't about supplying cheaper, faster, better products, it's about how you influence your customers, how to define value and manage your relationships with your existing and new clients.

A successful business never stands still and, while many practices have upgraded their consulting rooms to include the latest optometric equipment, such as retinal imaging photography, OCT and so on, the technology in the practice often stops at the consulting room doorway. If you consider where the revenue is generated, this could be considered short sighted. Looking at what video centring systems are available on the market, and what additional functions they provide will help you to decide upon the right system for your practice.

● Precision measurements

Consistent, accurate measurement to 0.10mm of pupillary centration (horizontal and vertical), corneal vertex distance, face form angle and pantoscopic tilt is necessary to fully benefit from the latest generation of lenses, whether single vision, near vision, progressive, conventional or bespoke. One simple photograph (two or three with a non 3D unit) will enable all practice staff to competently take all necessary measurements in a precise, professional and impressive manner. Many progressive lens orders still arrive in the laboratory complete with tape marked with a thick pointed marker pen! If we put such little significance to the art of dispensing a high value pair of spectacles, we shouldn't be indignant when our customers find it so difficult to justify the cost.

● Frame consulting

Choosing frames when you are a high ametropo is no fun since you can't

More than an upgrade for ruler and pen

Ian Harrison looks at the advantages of video measuring systems



Rodenstock recently launched its third generation 3D Video Centring System, the ImpressionIST 3

see yourself without your correction. Sometimes the customer will return complaining of problems with their new lenses simply because they are unhappy with the frame they have chosen but are too embarrassed to say. Taking portrait photographs allows the customer to compare themselves wearing multiple frame styles and even email images to absent partners who need to approve the choice! Tints, coatings and photochromic effects can also be viewed in the selected frames, so nothing is left to chance and the customer can be confident in their final choice.

● Lens consulting

It can be challenging to clearly explain the features and benefits of different lens types and, unfortunately, drawing hourglass shapes on scraps of paper no longer portrays the professional image we are all looking for. Instead, it is possible to demonstrate precise fields of view for different lens types, specific to the customer's prescription. Demonstrating the limited visual field of a conventional progressive to a customer with an oblique cyl, compared to an optimised or individualised progressive, becomes more about consulting than about selling. The customer can clearly see what difference a premium lens will make to their visual fields, rather than just knowing it's more expensive.

Lens consulting can be particularly useful for progressive and near vision lenses, where some of the more

advanced software available allows a customer to become involved in the design of a bespoke lens, altering corridor lengths and fields of view to create the ultimate pair of spectacles for themselves.

● Links to ordering software

When the video centring unit interfaces with your practice ordering software, there is no need to repeatedly key in the same data and the terminal can conveniently become part of the practice network system.

● Interactive Information Terminal

It can be particularly advantageous to have a video screen in the dispensing area that, when not being used for dispensing, is also promoting your practice, service and products. Customers waiting for their examination can view your latest offers or watch product demonstrations. In fact any imagery or video that you think will assist you in selling your service as an eye care professional may be shown. If the video screen is independent and portable, it can also be used as an advertising billboard in the window overnight, catching the eye of passing night owls.

● Different sizes

With many different models available, compact practices can also benefit from the advantages of a video centring unit – table top or wall hung units take up no valuable floor space and can be suitable for even the smallest practice.

To summarise, a video centring unit can simply improve the precision of your PDs to 0.10mm. However, if used to its full potential, a video centring unit will ensure your practice has a comprehensive marketing tool that can help define your business in a crowded market. You may decide that you don't require anything more sophisticated than a ruler and pen. But it may be that your customers expect or deserve something more. ●

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