

“I COMPLETELY TRUST MY OD, BUT...”



ANSWERING PATIENT QUESTIONS ABOUT ANNUAL SUPPLIES

Commitment to an annual supply of 1-day SiHy contact lenses is great for a patient’s eye health and finances. But it’s understandable that they will have questions and concerns before making that commitment. This tool can help you prepare for some common questions and help you convince your patients of the benefits of an annual supply.

LET’S LOOK AT SOME OF WHAT YOU’RE LIKELY TO HEAR.

“ISN’T AN ANNUAL SUPPLY EXPENSIVE?”

This is probably the most common question that you’ll hear from your patients. An annual supply can seem like a big investment. Your response goes a long way in educating your patients about the value of an annual supply. You can say things like:

“It’s a very common first perception.”

“I completely understand. I felt the same way until I realized how much more my patients were spending on contacts on a per box basis versus buying them in an annual supply. Let me walk you through how it works and how much time and money you can save so you can make the best decision for yourself.”

“Applicable insurance coverage and rebate savings make annual supplies more advantageous than purchasing contact lenses in smaller quantities.”

“CooperVision’s direct-to-patient delivery can send your contact lenses right to your door.”



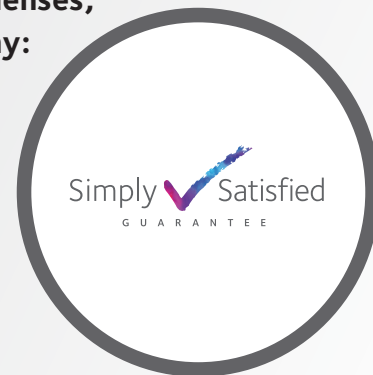
“WHAT IF I DON’T LIKE MY LENSES AFTER I GET HOME? WHAT IF MY PRESCRIPTION CHANGES OVER THE YEAR?”

This is a great time to leverage CooperVision’s Simply Satisfied Guarantee™¹. This our promise to you that if the wearer isn’t satisfied with the purchased contact lenses, they can return unopened boxes within 100 days. You can respond in this way:

“You have plenty of time to ensure that your lenses are the best fit and literally see the benefits for yourself.”

“I’m prescribing the best contact lenses for your long-term eye health and overall lens-wearing experience.”

“Should your prescription change over the course of the year, we can update your annual supply to meet your new vision needs.”



“I WANT TO SHOP ONLINE TO MAKE SURE I GET THE BEST PRICE.”

Of course, people want great pricing, and contact lenses are no exception. You can respond to this comment by assuring your patient that they will get a great price—and great service—by ordering from your practice. Say something along the lines of:

“This is the best way to get the lenses intended for your eyes.”

“You can order through our practice’s e-commerce site and receive the product right at your door.”

“In addition to our competitive pricing, we offer rebate savings you can only get through our office or website. These savings are not valid if contact lenses are purchased elsewhere.”

“Online, there’s a chance that you could encounter counterfeit lenses or be encouraged to switch to lenses other than those that I prescribed.”

“No small savings are worth compromising your vision, comfort, or overall eye health.”



With these common questions answered—and the benefits of an annual supply clearly explained—you’ll enjoy greater success selling annual supplies, more satisfied patients, and a stronger, more profitable practice.

1. See direct trade policy for details.
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