

# Learn & Earn

## WITH NEW ONLINE CE COURSES

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**A&A Optical online courses consist of high quality, universal product content designed to engage the learner and get results. Each course is delivered in an interactive manner and supported by audio, video, and print to address a variety of adult learning styles.**

EACH COURSE: 1 HOUR OF CE CREDIT

### INCREASING CAPTURE RATE

Patients have an ever-growing amount of choices regarding where they get their eyecare and eyewear. Statistics show that a growing number of patients are leaving their eye health exam provider with an RX and shopping around for products. *Learn how to assess and retool for the critical moments of truth that can increase your RX capture rate, assure patient satisfaction and grow profits.*

### PRESCRIBING AND SELLING AR LENSES – COPE & ABO

Today's technology allows you to customize solutions based on your patients' specific needs. It's critical that you regularly take the time to stay up-to-date on the products you offer and their unique features and benefits. *Learn to create and implement a process to clearly and concisely communicate the benefits of Anti-Reflective technology during every patient interaction throughout their visit to your practice.*

### THE DOLLARS AND SENSE OF IN-OFFICE PROCESSING

You can control your practice's quality, destiny and profits. Whether you're considering bringing processing in-house or looking to expand and update your current capabilities, you'll get all the necessary information, including the latest processing technology, that will enable you to make the decisions that will best benefit you and your patients. *Learn about the benefits of in-office processing, along with the necessary tools, space, consumables, and staff requirements.*

### TROUBLESHOOTING EYEWEAR COMPLAINTS

*Learn a process for assessing and resolving common eyewear complaints. Save time and money by avoiding costly remakes and doctor rechecks. Get tips to resolve problems and a few key tips to avoid complaints in the first place.*

### LENSES AND LIFESTYLES™

An overview of the latest technology in lens designs, materials, and treatments. *Learn how to accurately assess patients' needs using a simple checklist. Gain the insight and skills to ask the right questions, the right way. Plus, learn how to demonstrate and present lens options using benefit-driven language.*

\* CE credits for ABO and license approved in Ontario, Canada and the following U.S. states: Florida, Georgia, Nevada, New York, Ohio, and Tennessee.



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