



RECOMMENDING PROLENS HD

- 1.** Begin by analyzing your patient's prescription and vision needs. Ask your patient questions about their vision requirements and listen for answers that may be solved with premium lens options.
- 2.** Focus your discussion with the patient on the benefits of the lenses, not on the price. Starting with the price may cause you to lose the patient's attention, and they may not hear the benefits they will receive for the additional amount.
- 3.** Demonstrate premium lenses by wearing them yourself. A personal testimonial is one of the most powerful forms of recommendation.
- 4.** Always recommend the ultimate vision solution for your patient based on their needs. If you receive hesitation, you can always remove premium lens options to accommodate the patient's budget.
- 5.** If you need to remove premium lens options, do so slowly. Always explain the vision benefits being removed and then provide the adjusted amount of the lenses.

PROLENS^{HD}
High Definition Vision

DISPENSING TECHNIQUES

- 1.** When the patient returns to pick up their eyewear, the presentation of the new eyewear should be equivalent to that of fine jewelry. Make certain all markings have been removed and consider presenting the eyewear in a special display case or tray.
- 2.** After adjusting the eyewear, reassure the patient of their purchase by reviewing the benefits they will experience from their new premium lenses. Remind them how these lenses will provide them with maximum vision clarity and comfort.
- 3.** When dispensing progressive lenses, always inform patients how to use their new lenses. This is important to avoid disappointed patients who did not know what to expect from their new lenses.
- 4.** Finally, take a moment to inform the patient on how to care for their lenses. Proper care of their lenses will create longevity and increased patient satisfaction.



For more information on Prolens HD packages, we invite you to call the Optical Help Desk at 877.863.2759.

High Definition Vision

Revel in astounding HD clarity with Prolens HD premium lens packages. Featuring Transitions® lenses, premium lens materials and glare-free technology, these packages are the ultimate vision solution for your patients.

Digitally surfaced lens designs provide razor-sharp vision with unmatched depth and clarity. In addition, high-index lens materials provide the thin and lightweight comfort your patients desire.

Give your patient what they need, desire and deserve. Prescribe a Prolens HD package, available exclusively from Walman Optical.

PROLENS PACKAGES INCLUDE:

- Progressive Lenses
- Transitions® lenses*
- Ultra Non-glare
- UV Protection (excludes CR39)
- Soft Edge Polish
high luster and roll available at no charge, when requested
- Lens Mounting
drill and string mount charges not included

FRAME ADD ON \$49.95

Add a Walman Exclusive frame from the following collections:

- Callaway Ophthalmic
- London Fog
- Stepper
- Wildflower

NON-GLARE UPGRADES

	COST	VSP CODE
Ultra	Included	QT
Crizal Easy	+\$4	QN
Crizal Alizé	+\$5	QT
Crizal Avancé with Scotchgard	+\$13	QV

Additional add-ons are available at Walman Optical standard pricing. Prolens packages are billed NET. End of month discounts do not apply.

1. Packages include Ultra non-glare and may be upgraded to another brand.
2. Pricing is for lens power +/-6.00, -3.00

PLASTIC (CR-39)

	MIN. FITTING HEIGHT	CLEAR	TRANSITIONS	SRP TRANSITIONS	VSP CODES
Autograph II SV	-	\$70	\$120	\$238	BA+PP+(AR Choice)
Autograph II PAL	11mm- 35mm	\$140	\$190	\$366	NA+PP+(AR Choice)
Spectrum	14, 16, 18mm	\$130	\$180	\$348	OA+PP+(AR Choice)
Element	16, 19mm	\$120	\$170	\$330	OA+PP+(AR Choice)

POLY

	MIN. FITTING HEIGHT	CLEAR	TRANSITIONS	SRP TRANSITIONS	VSP CODES
Autograph II SV	-	\$80	\$130	\$256	BA+BD+PP+(AR Choice)
Autograph II PAL	11mm- 35mm	\$150	\$200	\$383	NA+ND+PP+(AR Choice)
Spectrum	14, 16, 18mm	\$140	\$190	\$366	OA+OD+PP+(AR Choice)
Element	16, 19mm	\$130	\$180	\$348	OA+OD+P+(AR Choice)

TRIVEX

	MIN. FITTING HEIGHT	CLEAR	TRANSITIONS	SRP TRANSITIONS	VSP CODES
Autograph II SV	-	\$100	\$150	\$293	BA+BB+PP+(AR Choice)
Autograph II PAL	11mm- 35mm	\$170	\$220	\$418	NA+NB+PP+(AR Choice)
Spectrum	14, 16, 18mm	\$160	\$210	\$401	OA+OB+PP+(AR Choice)
Element	16, 19mm	\$150	\$200	\$383	OA+OB+PP+(AR Choice)

HIGH INDEX 1.67

	MIN. FITTING HEIGHT	CLEAR	TRANSITIONS	SRP TRANSITIONS	VSP CODES
Autograph II SV	-	\$120	\$170	\$348	BA+BB+PP+(AR Choice)
Autograph II PAL	11mm- 35mm	\$210	\$260	\$486	NA+NB+PP+(AR Choice)
Spectrum	14, 16, 18mm	\$200	\$250	\$468	OA+OB+PP+(AR Choice)
Element	16, 19mm	\$190	\$240	\$452	OA+OB+PP+(AR Choice)

