

Signet Armorlite – ABO Approved Seminars – December 18, 2013

Dress for Digital Success (Digital Fabrication Applications)

Program Length: 60 Minutes

Audience: Dispensing Opticians; Store Owners and Managers

Course Description: This class provides fundamental understanding of the current use and application of multi-axis digital generators in surfacing a prescription spectacle lens. A simple comparison of the basic application techniques for direct digital surfacing is explained and compared to tailoring alterations of men's suits. Alignment of average costs and "technological steps" helps the dispenser better explain the higher associated costs for digitally-produced progressives against standard-surfaced cast designs.

Be Fruitful and Multiply (Second Pair Sales)

Program Length: 60 Minutes

Audience: Dispensing Opticians; Store Owners and Managers

Course Description: Reviews the foibles of multiple pair sales in a retail optical environment and flaws in the general optical sales system for multiple sales. Focus on the importance of the dispenser's attitude in embracing an "open philosophy" about fulfilling all of the patient's visual needs while achieving increased revenue through second pair sales.

Progressive Add Lenses (Progressives Part 1)

Program Length: 60 Minutes

Audience: Dispensing Opticians; Store Owners and Managers

Course Description: Basic optics class to explain the history and development of bifocals and progressive lenses. This seminar will provide: fundamental understanding of how a plus lens works; description and definition of presbyopia; explanation of a bifocal and how it assists presbyopes; definition and dissection of a PAL lens; advancements in PALs and a brief introduction to direct digital surfacing.

Equal PAL Selection (Progressives Part 2)

Course Length: 60 minutes

Audience: Dispensing Opticians, Store Owners and Managers

Objectives: An enrichment course discussing PALs in a format where they can be compared to diamond jewelry grading. This seminar covers: review of diamond grading as a reference, comparison to grading PALs, explanation behind PAL price variances, commercialization of PAL brand names, discussion of usage failure and non-adapt situations, and the importance of training and staying up-to-date on optical technology.

Minus Reflections (Anti-Reflective Coatings Part 1)

Course Length: 60 minutes

Audience: Dispensing Opticians, Store Managers and Owners

Objectives: Basic optics class to explain light, the color spectrum, reflections and how anti-reflective coatings work. The goals of this seminar are to familiarize staff with fundamental understanding of what an anti-reflective coating is. A history of AR coating technology is reviewed and color spectrum and wavelength are examined. An overview of layers in a multi-layer AR coating are discussed and how these layers work together to build an AR coating stack.

ARs Are Not the Same (Anti-Reflective Coatings Part 2)

Course Length: 60 minutes

Audience: Dispensing Opticians, Store Owners and Managers

Objectives: This is an enrichment course discussing AR coatings for organic (plastic material) lenses and their comparison. AR adhesion qualities and testing are reviewed. A variety of AR processes are examined, compared and discussed.

Multiple Photochromics (Part 1)

Course Length: 60 minutes

Audience: Dispensing Opticians; Store Owners and Managers

Objectives: Basic optics class to explain the history and development of photochromic lens materials. This seminar will provide fundamental understanding of photochromic lenses; their ability to change and guard against UV radiation. The basic optical principles of organic and non-organic photochromic reactants are explained and the oxidation and chemical breakdown of the photochromic elements are discussed. How and why to recommend photochromics is reviewed.

Greater Photochromics (Part 2)

Course Length: 60 minutes

Audience: Dispensing Opticians, Store Owners and Managers

Objectives: This is an enrichment course covering the four basic categories of plastic photochromic lenses (imbibed, in-mass, coated and laminated). Participants will learn how the different manufacturing methods compare and what effect they have on the lens performance.

The Evolution of Lens Materials and their Divisions (Part 1)

Course Length: 60 minutes

Audience: Dispensing Opticians, Store Owners and Managers

Objectives This course is a very basic optics class to explain the history of lens materials. The audience will gain a clear understanding of lenses and the ability of a translucent medium to bend light and thereby be manufactured as a lens. Basic optical principles of refraction and index of refraction are discussed. A history of lens materials from inception to CR-39 and high index materials is reviewed and the four basic lens divisions are examined: glass, plastic, high index and polycarbonate.

Less Weight and Thickness (Lens Materials Part 2)

Course Length: 60 minutes

Audience: Dispensing Opticians, Store Owners and Managers

Objectives: This is an enrichment course discussing high index plastic lens materials and the reasons these and so many other optical lens materials evolved. Optical properties and testing comparisons are discussed, ending with a review of product categories currently available.

S.E.E. Selling

Seeing Your Opportunity To Uncover Your Patient's Needs

Enthusiastically Serving

Every Patient Is Important

Course Length: 60 minutes

Audience: Dispensing Opticians, Office Managers, Doctors

Objectives: Examples of uncovering the needs of the patient before, during and after the office visit. Learn how to differentiate your optical with superior and "enthusiastic" service. Build the all-important patient rapport by learning how to present clear and understandable ways to explain optical features and benefits to patients.
