

# Using Demonstrations to Communicate

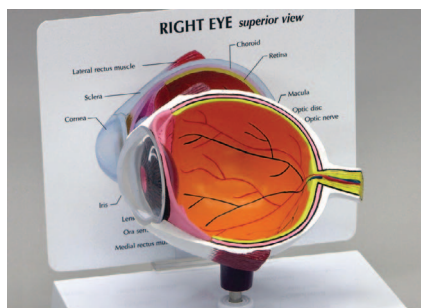
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## “Show & Tell”

- ◆ Demonstrations are an excellent way to communicate with patients. They can be used to:
  - Explain a patient’s eye problem.
  - Promote (or advertise) a product’s features.
- ◆ To do this however, we need demonstration items available and we need to use them.

## Examples of Suggested Demonstrations

1. Model eye &/or coloured wall charts to explain various eye conditions, like cataract or macular degeneration.

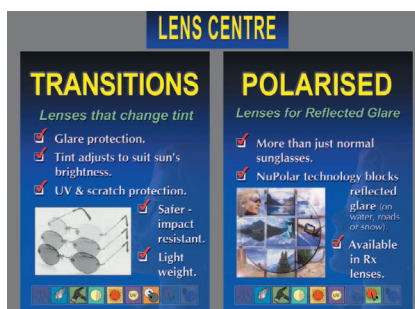


2. A snow-storm tourist souvenir to explain floaters
3. Half a tennis ball that can be squeezed to explain the distortions that occur in astigmatism.
4. Demonstration frames in a “Lens Centre”. Each frame has been fitted with a side-by-side comparison of two lens types. For example..
  - Progressive -vs- Bifocal lenses.
  - Coated -vs- Uncoated anti-



reflection lenses. (Put them on to demonstrate).

- Coated -vs- Uncoated scratch resistant lenses (with scratches on the uncoated lenses).
  - Standard -vs- High Index lenses in a high minus power. This will demonstrate the difference in lens edge thickness.
  - Standard -vs- Aspheric lenses in a high plus power. This will show the difference in centre thickness and weight.
5. Another option for presenting lens information is to use colour transparencys in a light box.



The transparencys are prepared with computer graphic software (eg Photoshop, Photo Editor or Powerpoint). Then a graphics bureau can print them on transparencys. Finally a light box cabinet is built by a joinery business and installed by an electrician.

6. Sample “Transitions” lenses and a UV demonstrator to show how photosensitive tints work.



7. Sample multi-coated lenses where half the lens is uncoated for comparison. These are available

from most lens laboratories.

8. Photographs to show the benefits of anti-reflection treatments for night driving and for cosmetic appearance (again available from most lens laboratories).



9. Video tapes to demonstrate contact lens care and handling (these are available from some of the contact lens & solution suppliers).

10. Make use of reference tables to demonstrate that you are referring to the latest information.

