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BAUSCH + LOMB

Boston
GP lens materials

Valley Contax recommends Boston GP lens materials for Custom Stable lenses.



custom stable™

practice management

Stand Out

Eye care professionals generally find fitting specialty custom gas permeable contact lenses more professionally satisfying than fitting soft lenses. Succinctly, the practice building capabilities from this type of specialized fitting is a true differentiator as well as an excellent practice builder.

The patients that you fit in Custom Stable™ lenses will view you as a skilled specialist and a caring professional who is willing to take the extra time to offer a superior contact lens. These will become your most loyal patients and your leading source of referrals. This is especially true of soft lens strugglers and patients who are a challenge to fit.

Increase Revenue

The rapidly changing world of eye care calls for the continual reassessment of your practice. If you are looking at contact lenses in the same way as you were a few years ago, you should remember that many of your patients are not. Soft lenses are seen as a product easily and more economically replaced on the Internet. On the other hand, the perception of Custom Stable™ lenses is that of a unique, highly specialized custom lens that can only be dispensed by skilled professionals. As a result, there is a natural engagement, retention and reward that comes with fitting Custom Stable™ lenses. You'll lose fewer patients, earn more referrals and generate higher revenue.

To assist you in pricing Custom Stable™ lenses in your practice we've developed the Custom Stable™ Practice Builder online fee calculator. This intuitive web app will help you set the right price for your product given several variables you input to



ensure optimal revenue and profit. You can access this calculator by scanning the QR code which will take you to the URL below. valleycontax.com/tools/pb_calculator.php

Market Your Practice

Marketing is putting the right product in the right place at the right price at the right time. The formula for capitalizing on this is made up of the 4P's known as the marketing mix – product, place (distribution), price & promotion. To incorporate this strategy, these elements should be purposefully chosen to create perceived value and generate a positive response. The Custom Stable line of lenses does this for your practice to a much higher degree than commodity based soft lenses in the following ways.



PRODUCT

Custom Stable lenses offer patients unsurpassed comfort and vision. They're an excellent solution for all patients including those with the most compromised vision. Advanced materials, manufacturing and revolutionary analyzing systems ensure consistent quality and precision that other lens systems cannot match. Personalized laser monogramming is available on every lens for vanity or utility and the warranty program affords complete assurance at a nominal fee.

PLACE

Unlike commodity based lenses, Custom Stable lenses are available exclusively through practitioners who fit them. This ensures the wearer and practitioner stay actively engaged and that repeat sales occur through the originating dispenser and not through third party entities.

PRICE

The Custom Stable™ 15, 16, and 18 lenses are a premium value-based product. Their pricing position is between soft lens alternatives and surgical alternatives, very much in line with designer glasses.

PROMOTION

Every practice that promotes Custom Stable™ receives complimentary framed artwork posters that communicate the message of quality and comfort of this premium lens system. Patient brochures and staff training materials are also supplied. Practitioners may also attain a Custom Stable™ diagnostic set complete with up to 22 lenses, a fitting guide and a wrattan filter. For demonstration of the care system, the practitioner's set also contains individual vials of unpreserved saline solution, Boston Cleaner®, Boston Conditioning Solution® and a lens removal device.

The patient's on-the-go lens care compact case is complete with a lens case, mirror, solutions needed and a removal device. A patient 'Care & Handling' brochure is also included to make their transition to Custom Stable as smooth as possible. Your patient will confidently master a routine care system the moment the lenses are dispensed.

Are You Stable?

The benefits of fitting Custom Stable lenses are many – greater vision and comfort, not to mention increased revenue and profit. A well engineered and complete system, Comfort Stable™ begs us to ask the question "Are you Stable?"



custom stable™