



The Optician Training Manual

By David S. McCleary OD

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The must-have optical training system whether you are an optometrist, ophthalmologist, or optical manager responsible for training opticians or are an optician trying to better your skills.

Training opticians, new and seasoned, is a daunting task. Are new opticians ready to hit the floor running? Are seasoned opticians remembering the principles that make a good pair of glasses great? These are the questions this book will answer in an easily implemented fashion.

Not a text filled with equations and theory never used clinically. This book is written with how you actually practice in mind. Extensive use of short 'Focus Points' help highlight important principles. Understanding of clinical relevance is primary objective of this book, and as such it aims to take you from ordinary to extraordinary in your ability to create and deliver excellence in your optical career.

With this book you will be able to analyze every part of a pair of glasses, pick the best frame for a patients face, learn which lens options complement each other (and which ones don't), be able to research contact lens parameter availability, understand symptoms of the most common eye diseases, and separate yourself from the average optician by addressing special circumstances many opticians may handle incorrectly.

In addition to ophthalmic optics, you will learn techniques for improving sales and service to help you stand out in the mind of your patients. For example, making each patient a spokesperson for the practice, how to diffuse the dissatisfied patient, increasing your average dollar sale without being a salesperson, troubleshooting, and many more patient-centered skills necessary to keep your patients coming back again and again.

This book is unlike others in that it emphasizes clinical relevancy and interrelationships, has extensive training on improving patient perception of quality and service, has forms for copying and using immediately to improve efficiency and patient care, and helps you formulate goals for both professional and personal achievement.

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Editorial Review

Review

The Optician Training Manual is truly a concise training system containing a wealth of information. It provides the subject matter in an easy to understand and interesting format. Without a doubt it should be of use not only to opticians, but also to optometrists and ophthalmologists who need to train opticians.

--*Optometry Today* Book Review - March 2011

Users Review

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