

PROFITS UP, STRESS DOWN

How In-House Finishing Transforms Optical Practices



The Briot Couture by Visionix combines creativity with precision, with the only tracer on the market that's able to create a 3-D model of an entire frame.

STANDOUT FEATURES

- Virtual 3-D lens simulation
- TrueScan tracing for high-base frames
- Free shape modification, correction, and repair
- Wavefront-based technology
- TruFit bevel program
- Angular drilling (0 degrees to 30 degrees)
- Internal databases
- Touch-screen interface
- Remote updates
- Torque Management Software to reduce slippage

most is how intuitive it is," he said. "The touch-screen interface walks you through every step, and the intelligent bevel placement means fewer adjustments and less risk of breaking or warping frames."

"The 3-D tracer and sophisticated algorithms with adaptive edging sensor technology make even complex jobs like wrap-around frames and high-base curves simple and accurate. With Briot Couture, we've reduced remakes, improved our turnaround time, and confidently finish jobs we used to outsource. It's a true plug-and-play solution that makes in-house finishing not only possible — but profitable, with less stress."

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If you're considering starting an in-office finishing lab, you're probably weighing the pros and cons. And you likely have one big question: "Will it be worth the effort, time, and money required to get an in-office finishing lab off the ground?"

Dr. Ansel Johnson, founder and clinical director of Vision Salon Eye Care Associates in Blue Island, Ill., talks about why it is worth it to start an in-office finishing lab and how Briot Couture by Visionix will make it easy for you to do.

A BETTER BOTTOM LINE

Dr. Johnson started considering a switch when he saw that it was time for an edger upgrade anyway. "I wanted something that was easier to train staff without a lot of optical experience and can handle

more complex orders," he said.

Since making the move to in-house finishing, Dr. Johnson has seen an uptick in his practice's capture rates and, as a result, profits. "Patients are much more likely to buy eyewear if they know they can pick it up the same day or the next," he said. "We consistently blow patients away with how quickly we work. And we can offer single-vision and bifocal orders at competitive prices, with our services backing the products."



Dr. Ansel Johnson

He noted another advantage to in-house finishing: "It gives us the flexibility to order and edge those high-margin lenses, like premium anti-reflective, Transitions, sun lenses, high index and polycarbonate options. That really boosts our profit per job."

In fact, Dr. Johnson said that by handling finishing in house, his practice has increased the profit per pair by \$50 to \$100 or more, depending on the lenses. "That's real, measurable profit that goes directly back into the practice," he said.

SIMPLIFYING THE PROCESS

Another concern for many ECPs considering in-house finishing is the complexity of the process and the system their staff will need to learn.

"As an ECP, I wanted a system that was precise, easy to use and didn't require a steep learning curve for my team," said Dr. Johnson. "Briot Couture delivers all that — and more. My staff picked it up quickly, which saved training time and helped us get productive fast."

Ease of use combined with high functionality have made this a worthy investment for Dr. Johnson. "What impresses me