

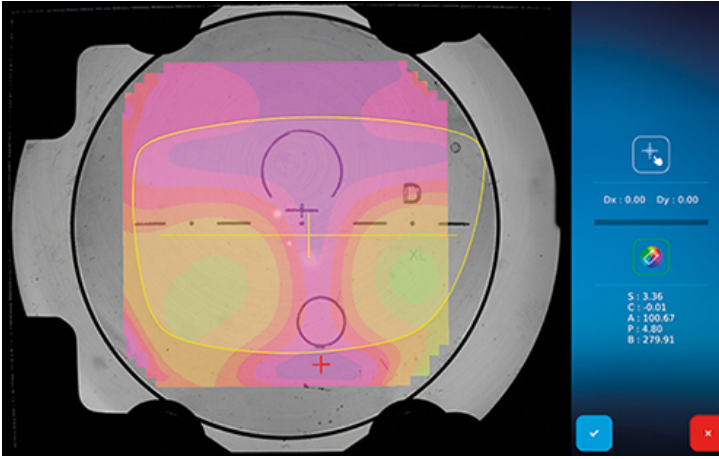
# INVISION

## A Simple Plan: Increase Profits, Save Money, And Impress Patients In 3 Steps

Bring your practice—and staff—to the next level with the Briot Couture by Visionix.

Dr. Kristopher A. May, OD, FAAO

Featuring the world's first virtual 3D lens rendering technology, the Briot Couture by Visionix makes the finishing process simple for ECPs and leaves a lasting impression on your patients. Visualizing the final outcome before cutting will result in higher quality outcomes and less remakes.



Developed by Visionix, WaveFront Technology gives ECPs a chance to preview the actual design of the lens, so they can accurately position it in relation to the final design and measurements of the patient.

### Getting Started

If you're on the fence about getting an in-house finisher, like the Briot Couture, and find yourself thinking, "I could NOT do that," think again. Dr. Kris May, OD, FAAO, owner, Coldwater Vision Center in Coldwater, Miss., has a few easy steps you can follow to make it happen.

#### 1. Demystify the process.

Perhaps you're concerned that you'll have to hire dedicated staff to use your in-house finisher. This is simply not the case, but demystifying the process is the hardest step in this transition. May describes the Briot Couture as "easy to train on." He adds, "The equipment is so good that everyone who is working in your optical should have the ability to finish a pair of single-vision lenses in about a half-day's training. Once it's not intimidating for people in the office to use an in-house finisher, then the magic happens," he says.

#### 2. Consider your available space.

The amount of space you need for in-house finishing is probably less than you expect. "You don't need a warehouse," says May. "You need a room. This is small-footprint equipment."

Your space considerations should include:

- A room that's about 10'x10'.
- Access to power.
- Water and drainage
- An ADA-accessible countertop.

"That's inclusive and there are tax advantages," says May.



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

#### 3. Understand your return-on-investment (ROI) potential.

Once you're clear on how much you're ready to invest in this upgrade to your practice, consider the following:

- Seek advice from objective sources. "If you ask your wholesale lab about an in-office finishing system, they'll tell you not to," says May.
- Good equipment has lower breakage rates and faster cycle times, which May notes are game changers for ECPs. "Part of the reason why I went with Briot Couture is that I can fix a problem easily now—and quickly."
- Remember, you don't have to decide on everything right away. May suggests, "Get going and then refine your process."



Dr. Kristopher A. May, OD, FAAO

**"Once it's not intimidating for people in the office to use an in-house finisher, then the magic happens."**

#### Standout Features:

- Virtual 3D lens simulation
- True Scan tracing for high-base frames
- Free shape modification, correction, and repair
- Wavefront-based technology
- True Fit bevel program
- Angular drilling (0° to 30°)
- Internal databases
- Touch screen interface
- Remote updates



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