

Greetings To Eyewear Dispensing Professionals!

Kindly permit me to share my sense that it's time for a shift in the optical dispensing industry's thinking. [It's time to get our shift together!](#) It's time for eyewear professionals to be [agents of change](#); time for [craftsmanship](#); time to return to the days of [full service](#). It's time for those who know to [teach](#) those who do not know. It's time for those who do not know to surrender their [ego](#).

A few Pages And Points To Ponder:

I) Handcrafting prescription eyewear to fit the consumer cannot be outsourced to virtual sources. It's an art form, which requires actual direct contact with the patient. Handcrafting, i.e., customizing to fit-and-forget prescription eyewear cannot be learned in a lecture hall setting.

The following link indicates there is too much emphasis on TRAINING LECTURES, not enough on PRACTICAL TRAINING. This results in the delivery of poorly fitting eyewear, the number one complaint of prescription eyewear consumers, which in turn causes consumers to avoid brick and mortar optical dispensaries. In other words due to the lack of available dispensing skills many consumers prefer to get their eyewear delivered via their mailbox. Check out this link.

<http://www.eyeglasses.com/how-to-buy-glasses-online.html>

II) Opticians, as Eyewear Professionals, are defined by how well the eyewear fits the patient, not by the number of customers served. Therefore, the mission of any skilled Optician must be to promote the practical, not virtual, training in the artful skills necessary to fit handcrafted, form-fitting eyewear with the goal of turning around the current and pervasive dehumanized dispensing of ophthalmic eyewear.

If you agree, I invite you to visit these web sites and then do whatever you can to assist this mission.

<http://www.OpticiansForChange.com>

<http://www.TimeForCraftsmanship.com>

<http://www.ServingVersusSelling.com>

<http://www.OpticalGuidelines.com>

<http://www.OpticianryToday.com>

<http://www.OpticalShiftHappens.com>

<http://www.3DDispensing.com>

<http://www.MySixSense.com>

III) Opticians are Eyewear Professionals. Eyeglass consumers need and deserve 3-D Dispensing, Plus:

- 1.) Discovery... Optician-assisted in-depth lifestyle interview;
 - 2.) Design... Optician-assisted design and selection;
 - 3.) Delivery... Optician-assisted handcrafted form-fitting, fit-to-forget eyewear;
- Plus... Free lifetime adjustments and minor repair services; NONE of which are available online. Bottom line... [All Opticianry is local.](#)

BTW: I am a Florida and Arizona licensed Optician with 60 years in the industry. I teach the art form and craft of dispensing eyewear the way it was taught in the '50s. I teach ABO and Florida Board of Opticianry, CE approved Hands-on Practical Frame-Fitting and Adjustments Workshops. Kindly contact me if I can assist you. You may call me at 855-410-2700 for details and/or for setting up your own Workshop.

Please forward this invitation to your local ECP group.

Thank you!

See well.

Hari S. Bird, Optician

<http://www.EyewearProfessionals.com>

P.S. More Pages And Points To Ponder:

There are a number of conflicted forces at work within the ophthalmic dispensing industry, which prevent meaningful progress. The two biggest are:

1.) We have not yet effectively dealt with the reality that the majority of current dispensers are woefully under trained and extremely challenged when it comes to handcrafting prescription eyewear to fit the consumer's facial and topographical skull features. For instance, I know of senior Opticians who attended [our workshops](#) who were unable to even touch the patent let alone adequately customize eyewear directly on the Patient. See [Enough With The Talking Points.](#)

2.) There's also a lot of professional egotism* and shaktipad whereby many 'Opticians' are unable to admit, either through ignorance or antipathy, that they do not know how to adjust/customize eyewear, i.e., many dispensers only think they know and take umbrage when challenged. They have convinced themselves

that they need no more training because they've been 'adjusting' frames for years, and they see no need to change.

Regarding professional egoism, I suggest that we ask this question of those dispensers who claim they know how to fit eyewear, and those who claim that they have been working as an Optician for years. "Have you had any [clinical](#) training in handcrafting/customizing eyewear directly on the consumer?"

The problem: too many dispensers come to their job as apprentices taught by other dispensers who themselves have mostly little or no clinical, hands-on-the-patient training in the art form and craft of customized form-fitted eyewear.

"The real challenge for an Optician is to take a symmetrically 4-point squared device and customize it to fit an asymmetrically shaped surface."

It is the dispensing industry's decades-old history of inadequate training and insufficient value added service, not price that is the reason independent Opticians have lost, and continue to lose market share.

*Egotism is the feeling or belief that one is better, more important, more talented, etc., than other people.

**Shaktipad is a state of egotism in which an optical dispenser is far less experienced, knows far less than they think they know, and who fails to acknowledge it. The worst case scenario is the Optician who falls into the trap of convincing themselves and others that only they know the best way, and that the old ways need to change. Beware of the 'tiger's bite'!

Shaktipad is a consequence of 'riding the tiger' of [pride](#). One must ever be alert to the signs of shaktipad in order to take appropriate action. In the case of an optical dispenser in the state of shaktipad, the remedy is to seek out practical training with the attitude of a perpetual student, i.e., one who surrenders their ego, realizes that learning never stops, and that one can always improve their skills.

BTW: Kindly download this .pdf file for Eyewear Professionals and pass it along to your associates. <https://www.harisingh.com/LetterToECPs.pdf>

For more resources see <http://www.theisites.com>.

"Learn at the hands of the Teacher or learn at the hands of the Times."