

Dear Ophthalmic Eyewear Dispensing Professionals,

My sense is that it's time for a shift in our 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](#).

Kindly allow me to share a few 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 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.

OpticiansForChange.com

TimeForCraftsmanship.com

ServingVersusSelling.com

OpticalGuidelines.com

OpticianryToday.com

OpticalShiftHappens.com

3DDispensing.com

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 59 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. Kindly call me at 855-410-2700 for details and/or for setting up your own Workshop.

Please forward this invitation to your contact list, local ECP group, etc.

See well.

Hari S. Bird, Optician
EyewearProfessionals.com

P.S. More 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 skull features. For instance, I know senior Opticians who attend [our workshops](#) who are unable to adequately customize eyewear directly on a Patient. See [Enough With The Talking Points.](#)

2.) There's also a lot of professional egotism and shaktipad (see Notes* below), whereby many 'Opticians' are unable to admit, either through ignorance or antipathy, that they do not know how to adjust 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 the 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 eyewear directly on the consumer?"

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

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

This decades-old history, not price, is the reason independent Opticians have lost, and continue to lose market share.

*Notes

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. See [Ego Eradicator](#).

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