

Course Title**Enhancing the Optician's Arsenal – Exploring Digital Fitting Measurements**

1 Hour ABO/NCLE

Technical Level I

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Intended for novice and experienced opticians with a basic understanding of optics.

Course description

This course is designed to equip opticians with the knowledge and skills to effectively utilize advanced digital fitting measurement software in their practice. Opticians will gain a comprehensive understanding of the capabilities and benefits of digital fitting software compared to traditional analog methods. Through engaging demonstrations and case studies, participants will discover how digital fitting software enhances the consumer experience, improves measurement accuracy, and positively impacts patient satisfaction.

Course objectives

- Opticians will be equipped with the knowledge and insights to embrace and utilize advanced digital fitting measurement software.
- They will understand how this technology enhances the consumer experience, improves accuracy, benefits patients, and positively impacts their practice.
- Opticians will be empowered to provide superior vision care and exceed patient expectations in the ever-evolving field of eyewear.

Course outline

1. Introduction (5 mins)
 - a. Course objectives
2. Understand traditional Analog Fitting Methods: Limitations and Challenges (15mins)
 - a. Overview of traditional analog fitting techniques
 - b. Highlight the limitations and challenges associated with analog fitting
 - c. Introduce the need for advanced digital fitting measurement software
3. Introduction to Advanced Digital Fitting Measurement Software (15 mins)
 - a. Define advanced digital fitting measurement software
 - b. Explain how it differs from analog methods
 - c. Discuss the key features and capabilities of digital fitting software
4. Enhanced Consumer Experience: Digital vs. Analog Fitting A. Engaging demonstration: (15 min)
 - a. Digital fitting software in action
 - b. Showcase the limitations of analog fitting using a sharpie and PD rule
 - c. Highlight the advantages of digital fitting software for consumers
 - d. Real-time visualization of frame options

- e. Accurate virtual try-on experience
 - f. Personalized frame and lens recommendations
- 5.

6. Benefits for Patients, Opticians and Practice (5 mins)
 - i. Increased patient satisfaction and engagement
 - b. Enhanced communication between opticians and patients
 - c. Improved fitting precision, resulting in better vision correction
 - d. Increased efficiency in frame selection and fitting process
 - e. Streamlined workflows and reduced errors
 - f. Showcasing advanced technology to attract and retain customers
7. Conclusion and Summary (5 mins)
 - a. Recap the main points discussed throughout the presentation
 - b. Reinforce the importance of embracing digital fitting software
 - c. Provide additional resources for further learning