



Pech Optical Corp. Newsletter

Mid-Year 2020



**PECH OPTICAL CORP.**

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⇒ **LOL!** 😂

# Thank You!

The Pech Optical team is proud to be your partner in your recovery efforts through these unprecedented times. Private practice has seen a rapid resurgence of business which is great news, however, the uptick in business paired with the far reaching effects of COVID brings challenges that we are working hard to address on your practice's behalf.

The addition of internal safety precautions and uncertain environmental challenges are contributing to job delays. As a result, you can expect a 2-3 day delay on the majority of your orders at this time.

Rest assured, our team is working diligently to address the backlog of jobs and restore the service levels you are accustomed to. Several weeks ago, we brought the majority of our



furloughed staff back to work although some were unable to return due to personal situations with COVID-19. In the meantime, we have been aggressively hiring and training new employees to address these vacancies. We have also added over-time shifts and expanded hours within our lab network to address the increase in volumes due to pent up demand.

We appreciate your patience during these changes and thank you for your continued business and support. We will prolong our efforts to diagnose areas for improvement and implement additional measures to return to the service levels you expect.

We wish you continued health, safety and success as we work through this together!

**SLOW DOWN**

**RELAX**

**DE-STRESS**

The year 2020 has surrounded us all with a whirlwind of emotions. It is important to take a few minutes to de-stress so that you can be successful not only in your professional career, but your personal life as well.

When stress is left uncontrolled, it can lead to reduced productivity, strained relationships and absenteeism. Follow some of these simple tips to help you de-stress anytime, anywhere:

- **STRETCH:** Taking a break for a few stretches can relieve your body's tension.
- **TAKE A WALK:** Walking or standing outside can reduce depressive symptoms and help you "reset" your brain.

- **DEEP BREATHING:** The most common way to decrease symptoms such as increased heart rate & high blood pressure.
- **LAUGHTER IS THE BEST MEDICINE:** Punning and goofing with your colleagues or sharing funny stories with patients can help for a good, natural laugh.
- **OFFICE PLANTS:** Researchers have found that plants can help create a calming atmosphere and can induce relaxation.

Taking deliberate steps to prioritize your happiness, at work and at home, is the best way to improve your mood and energize your workflow!

## Spotlight Product

Essilor®  
Anti-Fog SOLUTIONS

A FOG SOLUTION FOR EVERY PATIENT

We are all learning new ways to go about life due to COVID-19, this includes wearing face masks when in public settings to help slow the spread of disease. The resulting foggy lenses can be restrictive to certain activities, and have potentially dangerous impacts on vision. Essilor® Anti-Fog Solutions offer a special anti-fog treatment on the lenses that repel fog so that the wearer can enjoy clear, uninterrupted vision.

### NEW! ESSILOR® ANTI-FOG AR

Anti-fog coating applied to the back side of the lenses with a No-Glare coating on the front side. While the back side of the lenses stay fog free while wearing masks, the No-Glare on the front side reduces glare and reflections,

and is easy to clean (*no activation cloth required*). Available in polycarbonate lenses only, including clear, Transitions Signature GEN 8, Transitions XTRActive, Essential Blue Series, polarized and tinted lenses (no custom tints).

### OPTIFOG®

Premium No-Glare coating with anti-fog treatment applied to both sides of the lenses that repels fog while reducing glare, reflections, and scratches. This product comes with a smart cloth that activates the anti-fog property of the treatment on the lens. Available on all plastic, polycarbonate, 1.60 and 1.67 (excluding tinted 1.67).

**Contact your Sales Rep for more information!**

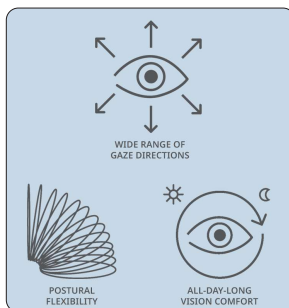
## Featured Lens

**VARILUX®**  
COMFORT MAX

ALL DAY LONG VISION COMFORT

To keep up with today's active and connected lifestyles, people require more flexibility:

- To smoothly carry out their different activities all day
- To repeatedly focus from far away, to their smart-phone very up close
- To naturally adjust their posture while performing a prolonged vision task



New Varilux® Comfort Max lenses are designed to adjust to your patient's unique natural postures, and not the other way around, providing more flexibility to change postures and see sharply, for all day long vision comfort.

### 20/HAPPY VISION

Varilux Comfort Max lenses utilize a new design approach that focuses on maximizing the patient's useful vision zone, not just providing the largest area of 20/20 vision (i.e. normal resolution).

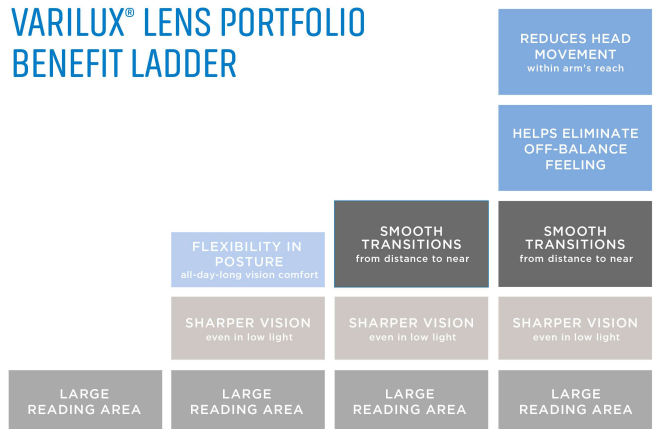
This approach – often called **20/Happy vision** – goes beyond normal resolution to take into account factors like contrast, binocularity and distortion.

By maximizing 20/Happy vision, wearers can use a greater area of the lens, experiencing postural flexibility for all day long vision comfort.

### WHY RECOMMEND VARILUX COMFORT MAX?

- Easy to present to ALL patients because of its attractive price that is covered by major managed vision care plans
- Approved by wearers who have never tried progressive lenses before
- Easy to dispense and fit with no additional measurements required

### VARILUX® LENS PORTFOLIO BENEFIT LADDER



VARILUX  
Comfort DAX

VARILUX  
COMFORT MAX

VARILUX  
PHYSIO

VARILUX X series

## Mark Your Calendars!

**FREE WEBINARS** All webinars hosted by Karen Stotz, ABOC, NCLEC

We realize your time is valuable so we have updated the format of our standard webinars to just 15-20 minute sessions! Receive all the information you need without missing out on time with your patients. Mark your calendar in advance! Registration is open one week prior to sessions.

DATE	TIME	TOPIC
Tues, Sept 8	8:30am, 10:30am & 12pm CST	<b>JOIN US TO LEARN!</b> View topics and register for sessions by visiting <a href="http://www.pechoptical.com">www.pechoptical.com</a> or email <a href="mailto:carrie@pech.com">carrie@pech.com</a> .
Tues, Oct 13	8:30am, 10:30am & 12pm CST	
Tues, Nov 10	8:30am, 10:30am & 12pm CST	

### 20/20 Magazine offering a FREE ABO Course online:

- **Course Name:** The Hygienic Optician by Maryann Santos, ABOM
- **Expiration Date:** May 1, 2021
- [www.2020mag.com/ce/the-hygienic-optician-2C9CD](http://www.2020mag.com/ce/the-hygienic-optician-2C9CD)

In this course, you will be introduced to various methods to implement in your optical dispensary in the form of policies and procedures on hand hygiene and infection control to help prevent the spread of germs:

- List areas that may contribute to the spread of germs in the optical dispensary.
- Describe best practices for in-office infection control.
- Create and implement an office hygiene policy for the optical dispensary.

(General Knowledge Course SWJHI300)

## RxWizard™ Online Ordering

Your time is valuable to us and we know that sometimes daily tasks can have you running in circles. Save time from having to call into Customer Service to check on the status of your orders by downloading our **FREE RxWizard** software. RxWizard offers you REAL-TIME access to our lab!



### FEATURES & BENEFITS:

- Transmit lens & frame tracings to speed the ordering process
- Receive up-to-date status reports on in-process orders (also edit & cancel)
- Control how long transmitted orders are kept in archives
- "Order Lookup" function makes it easy to view and search both archived and in-process orders
- Order stock lenses

Visit [www.PechOptical.com](http://www.PechOptical.com) and click on "RxWizard" for complete installation instructions. If you need assistance, contact Carrie at [carrie@pech.com](mailto:carrie@pech.com) or 800-831-2352, x560.



Have you registered your practice on the Transitions PRO website? This site is geared towards ECPs and hosts a plethora of resources to provide your practice with everything you need to recommend Transitions lenses with confidence!

**[WWW.TRANSITIONSPRO.COM/FREESTYLE](http://WWW.TRANSITIONSPRO.COM/FREESTYLE)**

You can also request a **FREE** launch kit that includes patient brochures, dispensing mat inserts and sample lenses.

### Sanitizing Frames with DEMO Lenses



\*OR DISINFECTANT MANUFACTURER RECOMMENDED TIME

Now Through September 30, 2020

Pech Kids Program  
**SIZZLIN'  
SUMMER SAVINGS!**



**SV POLY or TRIVEX LENSES  
WITH NO-GLARE COATING**

and your choice of frame from any  
of our kid-friendly collections!

**ONE LOW PRICE**  
+

**FREE Transitions® Signature® Upgrade!**

Contact your Sales Rep for pricing and details.

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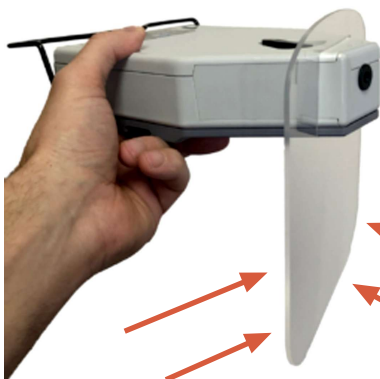


Visit us at our website  
or email us:

**www.pechoptical.com**  
**carrie@pech.com**

**Pupillometer Breath Shield**

Essilor offers this oversized **Breath Shield** that  
provides additional protection for you and your patient.  
Email [carrie@pech.com](mailto:carrie@pech.com) and place your order.



**\$12 NET**

(Pupillometer NOT included)

**L  
O  
L**



**Q:** What did one eye  
say to the other eye?

**A:** Between you and me,  
there's something that smells.

