

DUMAS VISION SOURCE
HIGH PLAINS EYE CARE

600 EAST FIRST STREET
DUMAS, TX 79029
(806) 935-2020 Fax (806) 934-9908

DR. TORY W. MOORE
OPTOMETRIST

Success with Kodak Concise!

My biggest success story with **Kodak** lenses is a patient we will call Cheryl. Cheryl is a hair stylist in town that is quite popular with many ladies in our small town of 13,000 people. She is well known and has many higher income clients. She has been fighting with her current glasses for some time, trying to get by but the intermediate and near vision was just not sufficient anymore to be clear and comfortable. She had tried another leading brand of PAL about three years ago and our opticians just never could make them work for her. I personally had checked them as well and made sure her prescription was correct. I had encouraged her to try them for a full month, which she did, but the vision and comfort never became acceptable. We ended up putting her in a flat top bifocal, which she tolerated but really wasn't excited about the look.

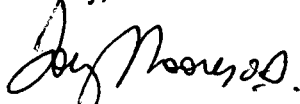
So recently when she came in and complained about her intermediate and near vision being bad, I suggested trying "this new **Kodak** progressive lens that we now have." I told her she could try it for 4 weeks and if it didn't work, I would put her in a different lens. No risk.

The opticians worked with her and frame styled her with a beautiful, titanium, three piece mounting frame. **Kodak Concise** lenses in polycarbonate were ordered with a good quality, anti-reflective coating. We made sure to double-check the pupillary distances and MRP height to ensure it was accurate as possible.

At the dispensing of her new eyewear, she was noticeably nervous. She had after all, paid a premium price for these new glasses that were still questionable how they were going to look and how they were going to perform. We brought them out on a velvet-covered tray that we had made to increase the patients' perception of value of their eyewear. Of course, we "oohhed and ahhed" about how they looked on her and complimented her choice of eyewear. We went over usage of progressive lenses to make sure she adapted as well as possible but she was already noticing how well she could read and see at mid-range.

About three days later, she came into the office just totally exuberant about her new glasses! She went on and on about how well she could see at all distances and didn't have the least bit of trouble with the new "Kodak" lenses. She was really happy about the thinness of the lenses as well, which she had worried about. She said she has been telling everyone that has come into her business about them. She also said many people have complimented her about her new glasses. Since then, we have seen the fruit of her enthusiastic referrals! We increased our inventory of three-piece mountings so we had every color and shape since they were doing so well. And we make sure to recommend **Kodak** brand lenses to everyone, even to those progressive non-adapts that we had before. To this date, we haven't had anyone that took us up on our offer of trying the lens risk free not adapt to the **Kodak** progressives. Thank you for a quality product that makes not only our patient's see well but also makes us look so good to our patients!

Sincerely,



Tory W. Moore, O.D.
Dumas Vision Source
Dumas, Texas