



MediVision

BACKGROUND

MediVision has been serving the community of Walhalla, SC since 1972. The practice is led by Dr. William P. Jenkins and his partner, Dr. Dana E. Kuhl. *Both share a strong philosophy of providing excellent patient service and care.* Dr. Jenkins is a graduate of Southern Wesleyan University and received his Doctor of Optometry degree from Southern College of Optometry in Memphis. He was elected as a Fellow of the American Academy of Optometry in 1974 and is both diagnostically and therapeutically certified by the SC Board of Examiners in Optometry. Dr. Kuhl is a graduate of S.U.N.Y. Binghamton, Harpur College and Illinois College of Optometry. He is board certified and therapeutically licensed in the treatment of ocular diseases.



Patient Experience. The Optical Shop at MediVision shares the mission to serve each patient with care and professionalism. “We are very aware of the customer experience and want to raise ourselves above what other offices do and even give a better experience than the patients expect,” says Reba McCollum, Optical Manager. “We utilize technology and training to ensure we deliver the highest level of service.”

The Solution: CyberEYES

“When we first came upon the concept of digital dispensing, I was very excited. Dr. Jenkins had many impressive instruments on the exam side, but in the dispensary we were still doing things the old fashioned way,” says Reba. “We were sticking sharpie pens in the face of our patients while trying to discuss the benefits of premium options. I knew immediately that patients would love the CyberEYES experience and that we could do our job as opticians even better. Patients

can get overwhelmed and CyberEYES gets them engaged with each decision by showing them exactly what it looks like on them and how it benefits their vision.”

“CyberEYES is a big time saver for our more challenging patients that seem very skeptical of everything we show them. Patients are impressed when we explain that they will have better information about the important decisions we are making. They

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definitely get excited at the thought of seeing themselves. We love to show a fun frame so they can see the dramatic difference from one look to the other,” says Reba, laughing.

“We especially have fun with patients that want to stay with the same old thing. I show them the frame they are wearing and some up to date choices. It really helps to show them a visual looking ten years younger! We have many people that want to email their new look to family and friends because they want them to have the same experience. It is their choice to come in the first time but it is OUR job to see that they have such a good experience that it won't be the last time.”

The bottom line says Reba, “CyberEYES is the best tool we have in the dispensary to help us do our job better. Everything we need to show and explain is right there at our fingertips. Our day is much more enjoyable when both patient and optician are having fun!”

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CyberEYES

When was the last time a patient told you their fitting was fun?

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