



## Wing Eyecare



**BACKGROUND**

Wing Eyecare delivers the best family eyecare available to the residents of the greater Cincinnati area. The nine offices offer comprehensive eye exams, quality, fashionable eyewear and the latest in contact lens technology. Wing Eyecare strives to provide patients with professional vision care at an affordable price while keeping abreast of the newest technologies available in service and products.

As expressed in their mission statement, "We are dedicated to the total eye care needs of our patients and to providing the maximum quality of care to each and every patient. Every decision we make and every action we take will be directed toward this goal" - that is the Wing Eyecare difference!



**Early Adopter.** One way Wing implements their mission statement by embracing new technology. “We always want our patients to have access to the latest technologies for the most complete and thorough experience at our offices. Wing has a strong history of adopting promising technologies and in looking for other ways to give our patients another new experience to talk about after their visit,” says John Abbate, Director of Operations.

### The Solution: CyberEYES

“When we first came across the concept of imaging systems for our dispensaries, we installed the Eyeweb system. Our patients enjoyed the experience, but our opticians and doctors found inconsistencies in the measurement results and lost confidence. We did not think it was worth our time to use if we could not get the accurate measurements our patients deserve.”

John continues, “We then found CyberImaging. After evaluating their software we were convinced

that this was something special. We knew immediately that the program was much, much easier to use and that we would be able to get perfect measurements for each and every patient.” CyberImaging also had a strong track record of service and support around the world and a history of product updates. “We wanted to partner with a company that would keep improving the program.”

“We immediately signed on to convert the four Eyeweb offices to

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Cyber EYES and within 60 days, added the other five offices.” The results were immediate. “We have seen increases in our anti-reflective lens rates from about 24% to 38% in the first month and continue to see steady improvements. We project to increase our gross revenues at our 9 offices by about \$200,000 just in increased A/R sales. This alone can provide a payback of 3 months on our total investment!”

As promised, CyberImaging has faithfully updated the program with improvements. The latest version (10) has the opticians raving about how much better the images look and how easy it is to use. “We are now beginning to see the benefits of using the measuring system in reduced remakes. Our optician error rates have dropped from 3% to 2% which translates into 300 potential remakes that have been avoided each year. While this does not seem like much, it represents annual savings of over \$10,000 just in material costs. We expect this rate to drop further as our people become more proficient in using the system. Our opticians feel they can be more professional and focus on helping patients select the best products for their needs rather than spending time fixing problems.”

“The greatest benefit,” John says, “is the word of mouth advertising that results from the CyberEYES experience. Our patients are very impressed with the system and it has done exactly what we planned for it to do – set us apart from our competition as an innovator and progressive eye care facility.” The bottom line says John, “Our patients enjoy their experience and tell their friends and family. You can’t put a number on that kind of referral.”

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# CyberEYES

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

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