



## HOW CAN YOUR OFFICE SPACE AFFECT YOUR CAPTURE RATE?

As you learned in the previous article, your current patients are ideal for improving your capture rate. But, if your office lacks adequate merchandising space, you may be unintentionally signaling to these patients that you're not prepared to meet their eyewear needs. This article is intended to help you identify opportunities to maximize your optical space to better appeal to eyewear purchasers.

### CREATE A SPACE DESIGNED TO SELL

There are more than 10,000 retail optical chain locations in the US. Many are run by large corporations that have studied the eyewear purchase process in detail. They know that the principal reason customers come into their stores is to enhance their personal appearance with attractive eyewear, and stores have been specifically designed for sophisticated eyewear, optical merchandising.

The independent eye care practice should be designed so that all the sights and sounds of the patient experience convey the practice's interest and expertise in dispensing eyewear. By creating the right impression when patients first walk through the door, they will begin thinking about purchasing new glasses even before you recommend them.

To optimize the optical dispensing space for maximum selling appeal, consider these important attributes:

#### Space

If the amount of space devoted to the optical is too small, patients may think they can get better service or a wider selection of frames elsewhere. *How much space is enough?* It is recommended that practices devote **at least 25% of office space to the optical dispensing space**, with smaller practices requiring a higher proportion of office space. Any practice with less than 500 square feet devoted to the optical runs the risk of being perceived as small or having a limited selection.

#### Variety

Patients consider frames a highly visible communicator of their taste and personal style. When they make a snap judgment that the office's array of frames is so limited that they are unlikely to find a style that complements their appearance, then the total eyeglasses sale is lost. Choosing the right collection of frames to match the unique mix of your patients' styles and interests communicates to patients that your practice understands both the fashion and function of eyewear.

#### Organization

To patients, choosing a pair of glasses expected to last at least a year or two can be an overwhelming decision. A chaotic display of frames can further discourage patients, causing them to simplify the selection process by going to a better-managed setting. Be sure you maintain attractive, well-organized, well-lit and well-stocked frames and plano sunglasses displays. Attention to frames and sunwear merchandising will convince patients that your practice will satisfy their needs as well as any optical retailer.

Gain practice staff support in maintaining a space designed to improve your capture rate. [Share this article with your staff.](#)