A Focus on Kid’s Eyewear

Mark Mattison-Shupnick, ABOM
Jobson Medical Information LLC
“It may be common sense that poor vision interferes with a child’s ability to learn. But what is lesser known is that vision problems are the fourth most prevalent class of disability in the United States and one of the most prevalent conditions in childhood.”

1Vision in Preschoolers Study, NEI Clinical Studies and Making the Grade, The Vision Council
tell me...
WHAT DOES THE KIDS MARKET LOOK LIKE?
KIDS POPULATION, ALMOST 20% IN THE US AND 16.7% IN CANADA

US POPULATION
- 249M
- 60M (0 - 14 YEARS)
- 5.59M (15 AND OVER)

CANADA POPULATION
- 33.48M
Global eyewear sales increased from $81B to $130B from 2011 to 2018, with a large increase in kids eyewear sales. Sales to adults decreased by 4%, while kids frames increased by 10-25% (2011 to 2013).

The Sales Opportunity

In the US (<14 YRS)
11.4% of kids (under 10) and
25% (10-13) wear glasses (9.4M total)

In 2012, 6.5M pairs of Rx glasses were purchased for kids

1 out of 5 customers is a child & represent 15% of total gross sales.

Vision Council Survey
1 in 4 CHILDREN have a vision problem that interferes with their ABILITY TO LEARN.

Source: Making the Grade, 2009, The Vision Council
About 7.5 MILLION under the age of 14
Untreated impaired vision affects cognitive, neurological, and physical development.
All States Provide Screenings

- School screenings only identify 5% of vision problems
- 80% of kids who fail a school vision screening do not receive a follow-up eye exam by a doctor

The Importance of Sunwear for Kids

What percentage of UV RADIATION is transmitted through the crystalline lens of kids 10 YEARS OR YOUNGER?

a. 75%
b. 60%
c. 35%
d. 10%
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Low Awareness of Sun Exposure Protection

- **82%** of parents require SUNSCREEN
- Only **17%** of parents ensures their child is wearing SUNGLASSES when he/she is wearing SUNSCREEN

The Importance of Sunwear for Kids

- Kids receive 3x the annual sun exposure of adults
- Blue eyes are at more risk for UV damage than brown eyes
- Altitude and geography affect UV levels
- UV exposure over a lifetime can result in cataracts, pingueculae, pterygia, cancers and AMD

“A 20-year delay would practically eliminate these diseases as significant causes of visual impairment in the United States.”

Source: RW Young MD, titled “Sunlight and Age-Related Eye Disease,” Journal of the National Medical Association
THE TREND
Less outdoors, more close work
Too small, too close
More fixed reading distance activities at an early age

THE CONCERN
Electronic devices, blue light, less outdoors
Digital eyestrain
52% Kids have access to a smartphone or tablet

Source: Myopia, The Evidence for Environmental Factors, vol 122 | no 1 | January 2014, Environmental Health Perspectives
http://www.commonsensemedia.org/research
https://www.thevisioncouncil.org/content/digital-eye-strain/adults
Managed Care

- Affordable Care Act, New pediatric vision benefit
  - Expected to add 8.7M kids by 2018
    - All states must cover vision care for up to age 19
    - Includes screenings, if required, comprehensive eye exams at no additional cost
    - States will decide whether benefit for eyewear
- EyeMed KidsEyes has added benefits
To Capture the Kids Opportunity
1. If You Mined Your Data?

- Is a portion of your patient base young families?
  - How many kids, what ages?
- Is the opportunity worth it?
  - Family revenue
  - Trusted advisor
  - Spend the energy improving multiple pairs, AR, sunglasses?
- If yes, develop a plan to advertise/promote
2. Comfortable examining kids?

- Age 4-5
- Shy, anxious, active, equipment touch-ers, fakers
- Dealing with parents
- Helps if you’re a parent/grandparent

Source: Examining kids, Determine Your Comfort Level, ReviewOB, D. Palombi OD
3. Merchandise

- Advertise, promote and email your kid’s program
  - Great colors, branded frames, selection
  - Bundled lenses, poly or Trivex, AR, photochromics
  - Second pairs, back to school
  - Photo wall, selfies, send home pics of picks
  - Windows

- Social media?
  - Parents of young kids are millennials (connected electronically)

- Kids Corner
Did you know that electronic devices, backlit screens, too small print and less time outdoors can cause Digital Eyestrain. Visit or call us to learn how your child might be affected.
Selling Eyewear To Children (Jobson)

• 34% said point-of-purchase materials help the most in selling children’s eyewear

• Tied with promotions, also at 34 percent.

1) Are the marketing materials clean, current and fresh?
2) Is there a theme to the marketing materials?
3) Are there better marketing materials that would be more effective?
4) Are there services or materials that are not marketed in your practice that should be marketed?
5) Are the marketing materials in the best place to be most effective?

4. Build the Selection

It's All About The Frame

Opportunities And Trends In Sunwear

The Power of Branding
It’s All About the Frame

Materials: Rise in acetate
The desire for **color**

The Fit: Spring hinges, metals with **adjustable nose pads**
More easily fit a changing nose shape

**Quality required**

Want adult designs
The Power of Branding

- “…What a better way to attract children than to tie up with popular cartoon characters such as Mickey Mouse…” – Ling, Global Head of Euromonitor
- Preschoolers recognize brand names and symbols
- Both parents and kids make judgments about products based on associations with those brands
- Adults use branding to narrow choices

5. Know Fitting

- Manage PD and head size
- Small pads, adjustable nose pads, screwed on pads, firmer pad arms
- Red marks go away quickly
- Bifocal and progressives OK

Source: www.aapos.org
Source: specs4us.com
6. Promote Sunwear

- 72% of kids who wear Rx sunglasses use photochromic lenses
- Profitable for the office
  - Adds ~$25 at wholesale, ~$75 at retail
  - AR photochromic, adds ~$100 at retail
  - Usually surfaced lenses
- Separate sunwear
  - Bundling and back-up pair opportunity

Source: Jobson Research, 2013 Kid’s Eyewear MarketPulse Survey
6. Manage Managed Care

- Know the kid’s MVC programs and use them to the maximum
- Have an alternative for the uninsured
- Programs
  - InfantSee
Encourage Kid’s Exams

- Kids who have had their eyes examined in the past year were more likely than other children to wear some type of eyewear, especially prescription eyeglasses.

- Every optical office should encourage kids exams
Encourage Kid’s Exams

- Children who are covered by some type of insurance were also more likely to wear more than one form of vision correction, such as RX eyeglasses and Plano sunglasses.

- Therefore, be sure that every insurance patient is asked about his or her family i.e., how many kids, when they last had their eyes examined, the importance of glare and UV protection, etc.
4. Give Back

- Participate in charity events
- Local screenings at schools
- Local newspaper articles
- Teach teachers and parents at health fairs
- Teach teachers
- Become a visible expert
7. Manage/Please the Parents

1. Warranty: most important
2. Durable (quality), comfortable, adjustable
3. Frame Material: hypoallergenic
4. Lens Material: UV safe, extra impact resistance
   1. Photochromic (UV, right in all circumstances)
   2. Polycarbonate or Trivex
5. Frame Shape/Style
   1. Meets kids wants, they’ll wear them
   2. Pillow shape, softer profiles, thinner Rx’s
   3. Brands kids prefer
6. Ask, “What is most important to you as a parent?”

Source: 2013 Kids Eyewear Market Pulse
Ten Things Parents Want Opticians to Know

1. Know how to fit
2. Selection
3. Reassure the parents
4. Give parents and kids some time
5. Costs
6. Warranty
7. Talk with our child
8. Explain everything
9. Make children feel welcome
10. Be aware of special circumstances

Source: Vision Monday, Nate Bonilla-Warford, Bright Eyes Visioncare, Tampa and Ann Zawistoski, Little Four Eyes blog
Here's how it works: Your child picks from our cool, colorful and quality frames. All you do is pay for the frame and we provide top quality Trivex lenses, non-glare and scratch resistant treatment with a one year warranty. Almost as awesome as your kids!
Questions?

- Frame costs?
  - Normal mark-ups for the frames, but do not raise the prices any higher to cover lenses. Range $139 - $309. Older kids (up to 12 years old) can pick any frame in the optical and still receive the lenses for free.

- How it affects the rest of the practice?
  - Definitely helps. Everyone on team aware of the program, make sure no family leaves without understanding the value of what they are getting for their kids.

- Number of kids in the practice?
  - Family practice. We participate in the InfantSEE program and all the way up. Serve the population of our community. Many families had left with their Rx in the past, mostly because of price. We are definitely seeing a stronger capture rate with younger families.
Why did you decide to do this – Trivex, AR, 1 year warranty (what does it cover?)

Families were leaving to purchase from competitors... pricing was just not competitive enough. The families would then come to us for adjustments and troubleshooting. Frames would have poly lenses, but the frames would fall apart for these active kids.

As a teacher, I observed on a daily basis how hearing and vision affects learning. We were not helping at all by having high prices and lower quality frames for kids.

So, major inventory change-up ...better quality frames, come with great warranties for kids.

Then, differentiate with lens material. I believe Trivex is the best option for kids; that's what I would want for my kids. Kids are now getting better clarity, impact-resistance, and we put all of them in the Recharge blue light lenses from HOYA, knowing that many of them are using smartphones and tablets. HOYA has a nice kids program.
Questions?

- Why did you decide to do this – Trivex, AR, 1 year warranty (what does it cover?)
- Our families are getting the best for their kids at very affordable prices. We are also not afraid to bring up a second pair with the money they are saving. We do not lose money on the transaction. We are able to capture more moms and dads with this as well. Our long-term hope is that they are used to great quality when they are older. Best lens material, frame quality, etc.

- Warranty?
- Warranties are for any manufacturer's defects for the frames as well as lenses. Whatever the case, we go to bat for the kids if there are issues. We have not seen anyone abuse this policy yet. We have been doing this program for about a year.
8. Manage/Please the Child

1. COLORS
2. Shapes
3. Brands
4. Comfort
5. Ask the parent, “What is most important to your child?”
9. Manage/Please the ECP

1. Kids are a growing market
2. It’s practice building (family)
3. There is profitability
4. Brands, colors and comfort kids want
5. Durability and costs meets a parents concerns
6. Luxottica can teach you to capture more of this opportunity
7. Ask, “In which part of this kid’s eyewear opportunity can we help? It does take more work but builds a great new business.”

Source: 2013 Kids Eyewear Market Pulse
Questions?

- mmshupnick@jobson.com