

## **Not All Eyewear Prescriptions are Filled Equally!!!**

What does that mean?

Have you or someone you know ever been told, "Well, the lenses meet your Doctor's prescription. YOU'LL just have to get used to them!"

How can YOU be sure that your Doctor's specifications are EXACTLY followed?

The FDA has established some guidelines on prescription eyewear. When used as Guidelines, these criteria are very useful. .. However your prescription lenses are legally allowed to be "off" by a certain tolerance. That is most often the problem when you have to become "used to" your new lenses. If only one criteria is off by the allowable tolerance it is probably "OK". But if all the criteria are off by the allowable criteria you have a pair of glasses that "meet specification" but in reality are not even close to what the Doctor intended.

It is for just that reason that these guidelines are just not good enough for OUR patients! We use the best laboratory in the Northeast United States. Leaders in their industry for their abilities and their willingness to stay abreast or even ahead of all the newest technological advances and equipment. It is for just this very reason that we don't have an "in house" lab. This way we are not tempted to accept lenses fabricated to be within specification because it is costly to redo a lens to get it "RIGHT". By using an outside lab we don't have a problem returning a lens that doesn't meet the criteria that was prescribed by the doctor. Our lab knows this and they therefore work extra hard at getting it right the first time. Therefore You can be sure that prescriptions filled at Different Frames Of Mind ... WILL EXCEED the guidelines set by the FDA. These policies and procedures insure that the product offered is the best possible value available anywhere.

That means if your Glasses are returned from the lab with any 'tolerance' in the prescription ... BACK THEY GO! In this way, Different Frames of Mind ..• can be YOUR UNCOMPROMISED ADVOCATE and assure you the best quality in eyewear. If you still experience some problem ... Of course, some accommodation for a new prescription must be made, especially when no glasses were worn previously or when a considerable change in prescription is evident. These accommodations should not be burdensome, nor should they require more than a few days of visual discomfort. Different Frames Of Mind ... will work with YOU AND YOUR DOCTOR to resolve any visual discomfort ... We will leave no stone unturned in order to satisfy the needs of our patients.

Often I am asked about the price of a quality frame ... and why it seems so expensive to purchase a durable, good looking frame, After all, many frames are so similar in looks ... what makes them different in price?

An analogy I find to be most accurate is wall paint. To the untrained eye, all paint looks the same the first week. It is after the abuse of time that good quality paint begins to show it's VALUE. When it still looks good after multiple washings and abuses, then it's inherent VALUE becomes apparent.

\*Most adults replace their frames every 22-24 months. Will the frame you choose look good that long? Will it still FEEL good?

\*Will replacement parts be readily available should you need them (has the frame been discontinued and if so, is the style supported by the manufacturer)?

\*\*How long is the frame warranted? Under what conditions am I (as the patient) responsible for a Co-Pay, and if so, how much? Is the warranty free?

At Different Frames Of Mind all our frames are warranted for at least one year, and many frames are warranted (by the manufacturers) longer, up to five years. Many lens treatments also extend lens warranties for up to two years, etc.

The Different Frames Of Mind warranty is FREE, and there is NEVER a PATIENT CO-PAY needed to take advantage of the warranty.

An eyeglass frame must endure the test of time, and the abuse of use over that time. The following are a few factors that should be considered when deciding what quality frame is right for you .

At Different Frames of Mind we are mindful that our first responsibility is to our patients who use our products and services. We are dedicated to customer service that will build and nourish long term relationships with our patients. At Different Frames of Mind we believe that our commitment to our patient begins with the dispensing of the Eyeglasses.

Our Services include:

- No Charge adjustments
- One year no fault guarantee ...
- NEVERA CO-PAY!
- Personalized service with your satisfaction in mind!
- Housecalls for nursing home or homebound patients.
- Help and assistance for the visually challenged. Magnifiers and illumination devices to aid in Low Vision.
- Progressive Lens Technology
- High Technology Lens Coatings
- Highest Technology for Ultra- Thin Lenses ... yielding the lightest, thinnest, and safest lenses

Helping To Keep You Informed We are available to help keep you informed about changes in

the optical field. If you have a group that would like a presentation on the "Latest Advances in Optical Technology", or a topic related to your group, (for example Sports eyewear, Safety eyewear, etc.) please call and we can arrange for a presentation for your group.

Or if you have questions about your eyewear or eyewear in general please call us. We will be happy to answer any questions that you may have.