



**FOCAL POINT**  
COMPREHENSIVE VISION CARE

YOUR VISION IS OUR FOCUS



Want to check the status of your glasses or contact lens order, find out about upcoming events in our office or learn more about an eye condition? Find it all at our newly redesigned website: [www.focalpointmorden.com](http://www.focalpointmorden.com)

# All Sunglasses seasons in the SUN **25-50% OFF** for the Month of March!



## Let's Talk Price: "Apples to Apples"



If you are comparing prices of glasses, it's important to compare the total price of the eyewear including frame and lenses. While at first a price may be tempting, does the price reflect all of the elements of your frame and lens requirements? Does it include an anti-reflective treatment on the lenses? If so, what quality of product is being used? These lens treatments can vary significantly in how they look and how well they

(See page 4)

## We asked. You answered.

What we learned from our recent survey of patients who requested a copy of their prescription after their eye health exam... *and* our response to their concerns

We recently surveyed patients from our office who saw one of Focal Point's optometrists for our comprehensive eye health exam, but chose not to purchase their glasses from us. One underlying theme that surfaced from our survey responses was the perception that our office provides strictly expensive or "over-priced" eyewear. At Focal Point our mandate is to provide the latest technology and highest quality of frames and lenses available, but also

the best product for our patients, dollar for dollar. We have quality frames and lenses for every budget, and when comparing "apples to apples" our products cost less than our competitors (See left). **We want to provide you with the best quality of frame and lenses that you can comfortably afford.** While we offer the very latest in lens technology we understand that not every budget allows for the cost of that

technology. It's important to realize even the progressives in our "Good" or entry price level category featured in our office include technological advances that have been made in the optical industry. This is not old technology being offered at low prices! Of course, we have always carried an extensive collection of fashion designer frames and exclusive collections for our diverse patient base. We pride ourselves on our eyewear fashion

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## Focal Point's

# 5 Minute Focus

You've just completed your eye health exam with one of Focal Point's optometrists. Now we need 5 minutes of your time...



Give us just five minutes, and we'll help you make an educated decision about buying your eyewear. Only Focal Point can offer you the knowledge and service we stake our reputation on. We'll explain the difference quality eyewear frames

and lenses make to your vision and comfort. After our Five-minute Focus the decision is yours. We would like the opportunity to complete your care. We consider it finishing what we started...starting with our Five-Minute Focus.

Exciting, new  
sunglass inventory  
up to **50%  
off!**

# seasons in the sun

sunwear event

## UV and YOU...

Even though this is the time of year we think about buying sunglasses in preparation for the hot, sunny days ahead, **UV knows no season.** Our eyes are susceptible to damage from the sun's ultraviolet rays at any time of year and at any age. That's why it's important to wear sunglasses with 100% UV protection starting at a young age, to help prevent conditions like macular degeneration, cataracts or photokeratitis (a type of "sunburn" of your eyes.) As part of **UV Awareness Month Focal Point** presents the **Seasons in the Sun Event.**

This month-long sale offers the best selection of sunglasses at Focal Point's best prices! Our staff will demonstrate the value of high quality, comfortable sunglasses with distortion-free lenses. We can teach you about the variety of lens tint choices ideal for outdoor activities like fishing, golfing, skiing or baseball. Our newest designer sunglasses will also be **25 to 50% off!** Stop in while selection is at its best... and get your entire family ready to enjoy all your seasons in the sun!

## Wonder if our contact lens prices are competitive? We did the comparison shopping for you!

We researched contact lens prices from our local and on-line competitors and think you'll agree we offer not only the best care, but comparable pricing as well. (If you are wearing lenses not featured in our research, we'd be pleased to talk to you about our pricing. Please call and ask to talk to one of our Licensed Contact Lens Fitters.)

*PRICES PER BOX*	FOCAL POINT	BIG BOX STORE	GROCERY BOX STORE	ON-LINE*
AIR OPTIX	<b>\$27.25</b>	\$49.97	\$31.75	\$38.73
OASIS	<b>\$29.75</b>	\$34.86	\$29.75	\$28.03
BIOFINITY	<b>\$32.25</b>	\$52.97	\$40.15	\$37.66
ENCORE 100	<b>\$23.63</b>	\$32.97	\$32.00	Not Available
AIROPTIX TORIC	<b>\$56.00</b>	\$79.97	\$52.15	\$71.89
1-DAY TRUEYE	<b>\$24.13</b>	\$31.65	\$27.20	Not Available

\*On-line prices do not include the "handling cost" of approximately \$9.00 per order not covered by "Free Shipping"

### One more thing...

As part of our contact lens service, we replace torn or defective lenses at no charge. We will also exchange any open boxes purchased at our office if your prescription changes within a year of your purchase.

# More than price...



**While your prescription belongs to you, and it's practical to compare price when making a purchase, ideally we would like the opportunity to provide you with your glasses. We take that responsibility seriously.**

Once you've chosen your frame and lenses our job is just starting. Your glasses pass through a series of quality control "check points" before we deliver them to you. In addition to verifying the prescription lenses with what your doctor has ordered, we inspect the lenses and frames for flaws. We properly fit the frame, then take the time to instruct you on the care and use of your new eyeglasses.

## Here's more of what we do:

### **We Stand Behind Every Prescription We Fill**

Our care does not stop with assessing how well you see. Our comprehensive eye health evaluations use the latest in diagnostic equipment to detect threats to your vision like glaucoma, cataracts and retinal damage. As part of our continuing care, we review your prescription at no cost if you have any difficulties after you've purchased eyewear. Our staff work with you to troubleshoot any difficulties you may be having adapting to a new prescription or lens style.

### **Our Staff are Certified Optometric Assistants and Licensed Opticians**

We're proud of our staff of Registered Opticians, Technicians and Optometric Assistants. By keeping current in their knowledge of products, they can then help you make educated decisions about your eyewear choices. Their expertise in selecting and servicing your eyewear guarantees your satisfaction.

### **Our Contact Lens "Fresh Lens" Programs Provide Continued Care**

When you purchase your contact lenses from our office, you are part of a "guaranteed fitting program". Our contact lens fitters work with your optometrist in fitting you with the best lenses for you...and continue monitoring you in the months ahead to ensure your eye health. If they are not totally pleased with how your eyes are responding to your lenses, they will fit you in another lens at no cost to you.

### **We Find the Perfect Frame**

Our staff spend time with you in order to *lifestyle dispense*. They have the experience and education necessary for finding a frame that fits comfortably, and looks great while allowing your lenses to work their best. If we don't have your style, color or size we will be happy to specially order for you at no extra cost. Our "Smart Mirror" allows us to photograph you in variety of frames and compare the looks!

### **We Offer On-Site Repairs & Lens Edging**

Keeping your eyewear adjusted and comfortable is part of our service. Our on-site edging lab allows us to not only manufacture glasses right here, but handle emergency repairs as well. We offer free adjustments and cleaning of glasses purchased at our office or any continued care you require for the life of your eyewear.

### **You Can Have Confidence in Our Warranty**

Our quality eyewear frames have a one to two-year warranty (excluding budget eyewear). If your frame needs repairing or has a manufacturer's defect at any time during that period, there is no cost to you. Our lenses are also under warranty against breakage (under normal usage) and against manufacturer's coating defects as well.

### **Our 15-Day Exchange Privilege is Yours**

Having second thoughts about your choice? We'll exchange your frame within 15 days of your purchase. If new lenses are required, a lens replacement or re-edging fee may be required.

#### ***Did You Know?***

*We also have a 15-day price match guarantee. If after your eyewear purchase you find the same lenses and frame for less, we will refund the difference! (Written confirmation required.)*

# We Asked. You Answered.

(continued)

consulting! But we're also pleased to be able to offer options like packages comprised of a basic frame and plastic lenses with a basic scratch protection starting at \$69 for children and \$149 for adults. A complete pair of eyewear with progressive lenses starts at \$249. The frames in these complete pair packages are basic in design, and not "seconds" or discontinued models.

These are frames we can service and repair when needed. The resin plastic lenses offer clear vision and durability not found in polycarbonate lenses sold by many chain stores. In addition to our affordable children's packages, we also offer a discount on lenses for teens.

Our adult frame price points begin at \$119 and offer a one or two-year warranty and free adjustments for the life of the frame. We have researched the best value in frames and lenses for your dollar.



Another question generated by our survey was "Why don't you offer two-for-one deals on your eyeglasses?"

Another question generated by our survey was "Why don't you offer two-for-one deals on your glasses?" Chain optical stores or "big box stores" buy massive amounts of one kind of lens and sell it to everyone. We strive to "lifestyle dispense", analyzing your needs to determine which lens will best suit your needs. Their two-for-one deals are often mass-produced products that are purchased at extremely low prices in bulk, offering the consumer great pricing but little quality, comfort and durability. Focal Point's doctors and

opticians would rather have you purchase one pair of quality eye glasses that you can depend on. We have learned through experience which frame lines to carry to offer durability and the latest in fashion. (We do offer our **Second Look Coupons**, applying a \$50 or \$100 savings to your second pair. In this way, we give you a break on the price, but maintain our standard of quality.)

We welcome your questions and comments on this or any other issue! Visit us at our website: [www.focalpointmorden.com](http://www.focalpointmorden.com)

You'll also find us on **Facebook**



**Ever wonder where glasses donated to our office end up?** We recently received these photos from Vietnam(L) and Romania(R) where eyeglasses were being distributed to people in need.

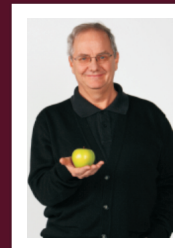
## "Apples to Apples" (continued)

withstand everyday wear and tear. You should also be aware of what lens material you are being offered? Have your prescription requirements been taken into account? Have you been quoted a *hi index* or compressed lens price? At first glance, an "invisible line bifocal" or progressive lens may be less expensive, but you could be comparing it to a *premium* progressive lens with high quality optics.

### Buyer Beware:

Chain stores often drop their frame prices to appear lower priced and charge inflated lens prices, knowing most comparison shoppers can't distinguish the lens design differences in "Good...Better...Best" categories. What the average consumer may not realize is that lens designs vary greatly in each category from company to company. In other words, another optical's "best" lens isn't necessarily the same quality lens design as the "camera quality" lenses offered by us. Until you've worn the lenses you are at a disadvantage when it comes to comparing!

It's also worthwhile to know the metal content of frames. Are you comparing a titanium frame to a nickel-based frame? Is the frame handmade? Is the low-cost frame discontinued and not serviceable?



## Getting What You Pay For

*By purchasing superior quality eyewear, you experience optimal vision, comfort, high quality metals and acetates that lead to fewer frame adjustments/repairs, guaranteed full adaptation to your lenses, maximum viewing areas, and longevity in the life of your glasses. Remember - you CAN put a price on customer service and knowledgeable staff.*

## Our Mission:

*We are committed to providing the highest quality vision care in a caring and friendly manner. Our professional and knowledgeable teams value your trust, and promise to use the most recent technology and products to meet your expectations.*



### Hours of Operation

#### May to August

Mon. - Wed. 8:00 am - 5:30 pm  
Thursday 8:00 am - 8:00 pm  
Friday 8:00 am - 5:30 pm

#### September to April

Mon. - Wed. 8:00 am - 5:30 pm  
Thurs. 8:00 am - 8:00 pm  
Friday 8:00 am - 5:30 pm  
Saturday 9:00 am - 12:00 pm

Dr. Brooks  
Barteaux

Dr. Earl  
Lautenschlager

Dr. Cynthia  
Magarrell

Dr. Crystal  
Henderson

Dr. Tio  
Bellisario

Dr. John  
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