

How to talk to ALL patients and parents about myopia.

Myopia is not new, but many parents and the general public may not know exactly what it is or that we can slow down the progression. As pioneers in myopia management, it is important to spread awareness and talk to not just every parent, but every patient. Even if someone is not a parent, they may have children close to them and it's important to educate our community. We encourage you to keep it casual and informative. What this does is help educate and plant the seed for parents with myopic kids.

Below you will find a few example scripts on how to talk to every patient.

Talking to Any Adult with myopia (OD to Patient)

Do you know what's cool? With new technology, we can now actually slow down the progression of myopia with kids. We are now partnered with Treehouse Eyes and specialize in slowing down the progression of myopia in children so that their vision doesn't have to get worse when they are older.

Hand brochure at the end of their exam

Talking to Parents (OD to Parent)

OD: *Do you have kids?*

Parent: *Yeah, I have 3. (If not, refer to response #1)*

OD: *How old?*

Parent: *Lists ages***

OD: *Those are great ages! When was the last time they had their eyes checked?*

Parent: *Answer may vary***

OD: *I see, well make sure you schedule an appointment for them before you leave. We want to make sure everything's all good. Sometimes kids have vision issues and don't even realize it so it's important to get them checked regularly. And if they are having issues, we now have technology and treatment options to help their vision from getting worse so make sure they come in and see me.*

To parents checking-in (With Kids)

*The doctor has asked you to review this prior to your visit today, they will talk to you more about it during your visit. *Hand brochure**

To parents checking-in (Without Kids)

Front Desk: *Did you know we can help stop kids' eyes from getting worse?*

Parent: *What do you mean?*

Front Desk: *We are now specialized in myopia management and have a treatment program that might be perfect for your *son/daughter.* It's a way to slow down their prescription from getting worse every year. We can let you know if it's the right fit for her after we do some tests. . *Hand brochure**

We encourage you to hand a brochure to all patients you discuss this with and direct them to check out TreehouseEyes.com.