



OCTOBER 2020

### New Environments, More Blue Light Exposure

With new learning and work environments for kids and adults comes the increase in exposure to harmful blue light. But what's the big deal?

#### Kids

The Vision Council reports digital eye strain symptoms were observed by parents after children were exposed to harmful blue light from devices for two or more hours:



Reduced Attention Span



Headaches



Irritability



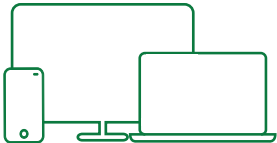
Eye Strain, Dry or Irritated Eyes



Poor Behavior



Neck/Shoulder Pain



**1 in 4** children under age 12 use a smart device, cell phone or tablet **more than 3 hours a day**.

**15%** of children get **unlimited screen time**

#### Adults

According to the Nielsen Company the **average person in the United States** spend approximately **10 hours and 30 minutes** combined a day **on smartphones, computers, video games, tablets and TV's**

According to the Vision Council **60% of Americans** report symptoms of **digital eye strain**.

### Are All Blue Light Solutions Created Equal?

Clear blue light lens monomers and blue light non-glare's provide significant protection in the lower end of the blue light spectrum that causes us to have eye fatigue/strain.

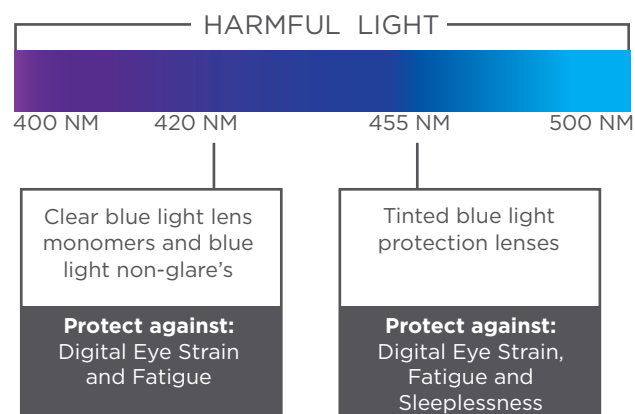
Tinted blue light protection lenses, such as BluTech lenses, are able to provide protection across the entire spectrum including helping with the sleep problems that occur because of blue light.



### Celebrate World Sight Day on October 8th!

A billion people have a vision impairment that could have been prevented. Share with your community the importance of regular eye exams in celebration of World Sight Day. Make sure to use #HopelnSight and #WorldSightDay on social media for the most impact.

World Sight day is a global event meant to draw attention on blindness and vision impairment.



## How to Sell Visual Solutions That Help Your Patients With Digital Eye Strain

69% of American adults say they didn't know that eyewear could be prescribed to protect their eyes from the effects of digital eye strain.

### Top Three Excuses For Not Purchasing Eyewear to Protect From Digital Eye Strain:

- They don't think a solution is necessary
- Their eyecare provider didn't recommend a digital eye strain solution
- They are too expensive

### How to Get Patients to Understand Your Practice Has The Solutions:

- Educate your patient's on blue light. Use stats about increased screen time and the effects of harmful blue light from digital devices.
- Address digital device usage on in-take forms.
- Prescribe blue light solutions from the chair.
- Provide solutions that fit every need for blue light protection.

### Solutions Available from Walman Optical

- Blue light protection clear monomers
- Blue light protection non-glare
- BluTech
- Task specific lenses
- Anti-fatigue single vision lenses
- Plano blue light protection

Ask your Walman Optical account manager for more details on a solution for your practice.

## Want to Learn More?

Join us October 16 for "What Are These Electronic Devices Doing To Our Eyes? A Discussion on Potential Solutions to the Increasing Problem." In this webinar, we will discover why a degressive progressive is a great solution for presbyopes and learn about the technology behind anti-fatigue single vision lenses. Register today at [www.ecpadvantage.com](http://www.ecpadvantage.com)

## Fall Education Line Up

We've made our most popular education courses virtual this fall!

### Walman University

Join us from the comforts of your home on October 17! Speakers Mike Karlsrud and Phernell Walker will energize your passion and transform your vision for yourself, your practice and the industry beyond. Space is Limited! Learn more and register today at [www.walmanoptical.com/walmanu](http://www.walmanoptical.com/walmanu).



### ABO Prep

Join us for a 2-part series on ABO exam review.

#### Part 1: All Knowledge Review Except Prism

October 28 from 1:00pm - 4:00pm CST  
Cost: \$20

#### Part 2: The In's and Out's of Understanding Prism

October 29 from 9:00am - 12:00pm CST  
Cost: \$20

Learn more and register today at [www.ecpadvantage.com](http://www.ecpadvantage.com)

### Dispensing Academy

Join us for a hybrid mix between on-demand courses and live virtual courses for new dispensers.

#### Live Virtual Courses

November 4th and 5th from 9:00am - 4:00pm CST and November 6th from 9:00am - 12:00pm CST  
Cost: \$500

#### On-Demand Courses

These courses are required before attending the first live virtual session.

Cost: Complimentary to those registered for Dispensing Academy Live Virtual courses.

Learn more and register today at [www.ecpadvantage.com](http://www.ecpadvantage.com)