



# Getting the most from the “Eye Talk Reference Guide”

**NOTE:** Examples shown here are not current information from the latest issue.

The *Eye Talk Reference Guide* is used in most optometry practices in Australia. These notes will help you obtain the most benefits from the valuable resources it contains. All information is updated every 3 months and price suggestions are based on the wholesale prices (averaged when the same product is available from different suppliers).

## Issue Colour Identification

Each subscription to the *Eye Talk Reference Guide* includes 4 issues per year. Sometimes an old issue might be mistaken in a busy practice, so the covers are colour-coded for each of the seasons:



- Red..... Summer ... the January issue.
- Orange ... Autumn ... the April issue.
- Blue..... Winter ..... the July issue.
- Green ..... Spring ..... the October issue.

## Spectacle Lenses

### ◆ Lens Price Suggestions

- These are suggestions for each lens (not pairs).
- They include the material cost, ordering, freight costs, verification & patient delivery.

Data Code	DESCRIPTION™	Index (Diam)	Features	Glass	Resin
QES11D	Varilux Comfort Transitions	1.50 (80)	SA~P~U	*	156.00
QES11R	V/Comfort Transitions Crizal A2	1.50 (80)	SA~PMU	*	182.00
QES15D	V/Comfort Transitions 1.6	1.60 (80)	SAHP~U	*	178.00
*QES18N	V/Comfort P'grey Extra	1.60 (75)	~AHP~U		141.00 *

### ◆ Lens Data Codes

- Data Codes are part of computerised dispensing management and allow for more convenient automatic sorting in computer software & “Pick Lists”. They consist of 6 alpha-numeric characters.



- The company codes are shown in the current Eye Talk issue.
- The variation codes refer to lens treatments available on the same base lens:

- |                                   |                                      |                                       |
|-----------------------------------|--------------------------------------|---------------------------------------|
| <b>N</b> .....No coating          | <b>H</b> .....Hard-coat single-sided | <b>D</b> ..... Hard-coat double-sided |
| <b>M</b> .....Multi-coat option 1 | <b>R</b> .....Multi-coat option 2    | <b>S</b> ..... Multi-coat option 3    |

◆ Updates & New Products

- New products are indicated the first time they are listed in Eye Talk.
- All products with changes in the current issue are also highlighted.

Data Code	DESCRIPTION™	Index (Diam)	Feat
QES11D	Varilux Comfort Transitions	1.50 (80)	SA~
★QES11R	V/Comfort Transitions Crizal Ad	1.50 (80)	SA~
QES15D	V/Comfort Transitions 1.6	1.60 (80)	SAH
★QES18N	V/Comfort P'grey Extra	1.60 (75)	~AH

◆ Refractive Index

- Material refractive index for every lens is shown. Use this information to select the thinnest and lightest options. (See also the special table on Spectacle Lens Materials).

◆ Lens Diameter

- Each different lens diameter is shown in mm, to confirm that the lens will “cut out” for the frame selected.

◆ Special Features of the Lens

- Each lens is coded to indicate special features included:

- S** Scratch resistant
- H** High index material
- M** Multicoated
- A** Aspheric design
- P** Photosensitive material
- U** UV protection

Data Code	DESCRIPTION™	Index (Diam)	Features	Glass Resin
QES11D	Varilux Comfort Transitions	1.50 (80)	SA~P~U	* 156.00
QES11R	V/Comfort Transitions Crizal A2	1.50 (80)	SA~PMU	* 182.00
QES15D	V/Comfort Transitions 1.6	1.60 (80)	SAHP~U	* 178.00
★QES18N	V/Comfort P'grey Extra	1.60 (75)	~AHP~U	141.00 *

◆ Stock Lens Availability

- Stock single-vision lenses are less expensive than grind lenses, but is the patient’s Rx available in the stock range?
- The stock power range is summarised in 2 different ways:
  - Sph/Cyl                                      Indicates the individual sphere & cyl limits of the range
  - Sph CombPwr(/Cyl)                      Indicates the maximum sphere & cyl combined power (CombPwr) and the cyl limit for the range.

*For example:*

**-9.00 CombPwr/-2.00**  
*indicates that the limits are..*  
 -7.00/-2.00    -7.25/-1.75            -7.50/-1.50    etc.. (All have a combined power of -9.00)

**Table: Spectacle Lens Materials**

- ◆ Use this table to select the lightest and thinnest specialty lens options:

- Refractive index and density for each material
- Abbe Value as a measure of constringence. A lower value indicates poorer off-axis vision and the possibility of chromatic aberrations (colour fringes).
- Comparison of finished weight compared to other lens material options. *eg: If glass is 1.00, CR-39 is 0.55 (or 45% lighter).*
- Edge or center thickness compared to other lens material options. *eg: If CR-39 is 1.05, 1.66 plastics are 0.79 (or 25% thinner).*

MATERIAL	Refract Index	Specific Gravity	Finished Weight	Abbe Value	Thickness Index
<b>GLASS:</b>					
Crown Glass.....	1.523	2.54	1.00	58.9	1.00
Photogray/Brown.....	1.600	2.70	0.96	42.0	0.87
Essilor 1.6.....	1.600	2.63	0.93	42.0	0.87
High Index 1.6.....	1.604	2.65	0.94	42.5	0.87
High Index 1.7.....	1.700	3.19	1.02	35.0	0.75
Zeiss Tital.....	1.700	3.19	1.02	39.0	0.75

**Brand Finder**

- ◆ This is a comprehensive alphabetical index to the current Australian distributors of all sorts of optical product brand names. This is especially useful when a patient requests a particular brand or requires a spare part you are unfamiliar with:

- Brand name & the current distributor
- No Distrib . . indicates there is no current distributor for this range in Australia
- \*PARTS . . indicates they are no longer the distributor, but they may still have spare parts for some models.
- [ ] . . indicates the category of the product brand name. Sometimes there may be multiple products with the same brand name, but in different categories. For example, “Freedom” contact lenses, “Freedom” spectacle frames and “Freedom” spectacle lenses.

Academic [F] - Awesome Fashion Designs
Accord [E] - No Distrib
Accura [E] - Briot-Weco
Adidas [F] - Mimo
Actuell [F] - No Distrib
Adam [F]*PARTS - Good Eye Optical
Aercol [C] - Polymer Tech
AG-F Groover [E] - Service Optics

- [A] ... Accessories
- [L] ... Lenses (spectacle)
- [C] ... Contact lenses
- [M] ... Miscellaneous
- [E] ... Equipment
- [O] .. Ophthalmics
- [F] ... Frames & Sunglasses
- [S] ... Solutions

## Spectacle Frames

- ◆ Recommended prices for individual spectacle frames are not listed. However, a Suggested Pricing Table or an Excel Calculator can be downloaded from Eye Talk Digital at [www.eyetalk.com.au](http://www.eyetalk.com.au).
  - The suggestions include the material cost of frame, assistance with selection, facial measurements, ordering & freight costs, quality spectacle case and any future adjustments needed.

## Fitting Surcharges

- ◆ The suggested price for a pair of spectacles consists of the lens price for 2 lenses, the frame and a fitting surcharge to have them fitted (or fabricated). The fitting surcharges are listed in the “Supplementary Charges” section of the listings for Spectacle Lenses.

*For example: A patient may have their own old lenses and a frame they have been given or purchased elsewhere. These same fitting surcharges would apply.*

- ◆ Some practices use different fitting fees for different frame types (shell, metal, half-eyes etc.); others use a standard fitting fee for all frame types.

## Frame Components

- ◆ Frame components are calculated with a formula based upon the retail price of the complete frame. This means that the sum of the parts will be the same as the price of a full frame.

*eg: With the formula used here for illustration, a complete frame with a retail of \$150 would have the following component prices...*

- Front	$\$150 - \$14 = \$136$	$\$136 \times 56\% =$	\$ 76.00
- Temple	$\$150 - \$14 = \$136$	$\$136 \times 22\% =$	\$ 30.00
- Other temple			\$ 30.00
- Fitting	$2 \times \$7 =$		\$ 14.00
			\$150.00

FRAME PART	\$ FORMULA	\$ PRICE
FRONT (complete) .....	(Frame Price - (2 x \$7*)) x 56%	76.00
TEMPLE (each) .....	(Frame Price - (2 x \$7*)) x 22%	30.00
<b>LENS FITTING (*Above) .....</b>		
NOSE PADS - Rigid (pr) .....		4.50
NOSE PADS - Silicone (pr) .....		6.50

- ◆ Frame spare parts (like nose pads and screws) are each listed as separate items.

## Contact Lens Care Products

- ◆ As well as the current suggested retail prices, the listing also shows the size options and the components of “starter kits” and “value packs”.
- ◆ Once again, new products and changes since the last issue are marked.

CIBA VISION (Cont'd)		SIZE	\$ SRP
XACB11	AOSept Plus	120 ml	17.95
* XACB12	AOSept Plus	240 ml	27.95
XACB13	AOSept Plus Value Pack	1 x 120 ml/2 x 240 ml/3 cases	54.95
XACB22	AQuify MPS	360 ml	21.95
XACB23	AQuify MPS Value Pack	1 x 120ml/2 x 360ml/3 cases	32.95
* XACB26	AQuify Comfort Drops	10 ml	16.50

## OTC Ophthalmic Products

- ◆ “Over the Counter” ophthalmic products are also listed in a similar style, showing current suggested retail prices and the size options.

## Contact Lenses

- ◆ Contact Lens Price Suggestions

- Calculated by Eye Talk every 3 months from average wholesale prices.
- These are suggestions for each lens.
- They include material cost of a single lens (not pairs), ordering, freight costs, verification & initial Starter Kit of solutions.
- Per Lens is usually identical replacements.
- Per Case is usually for new fittings.

DATA CODE	DESCRIPTION™	Warranty Price	Warranty	Price
YACP21	Z58 Custom	M.. 158.00	UX .. 6M. 100% C..	158.00
* YATAA	Z6Z Custom	M.. 158.00	UX .. 6M. 100% C	192.00



## Clinical Charts & Tables

- ◆ This section presents a collection of handy charts for contact lenses and spectacles.
- ◆ The valuable Progressive Lens Guide is also available from Eye Talk Consultants. This includes an excellent summary of engravings for progressive lens identification.

-8.00	-7.52	-7.41	-7
-8.50	-7.96	-7.83	-7
-9.00	-8.40	-8.26	-8
-9.50	-8.83	-8.68	-8
-10.00	-9.26	-9.09	-8
-10.50	-9.69	-9.50	-9
-11.00	-10.11	-9.91	-9

## Australian Optical Suppliers Guide

- ◆ This is another very useful summary for the contact details of all the major suppliers. This directory style format includes:
  - Brand names available
  - Mailing address
  - All contact details (phone, fax, call-free and e-mail).
  - Symbols to indicate credit card payments, OGS charity support and website hotlink available at [www.eyetalk.com.au](http://www.eyetalk.com.au).

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**REFERENCE GUIDE**  


**PRACTICE APPRAISALS**  


**WEBSITE:**  
[eyetalk.com.au](http://eyetalk.com.au)  


**AIDS FOR EFFICIENCY**  


**LENS LAYOUT & PROG I.D.**  


**MARKET RESEARCH**  


**CARDS: QUICK REFERENCE**  
