

# The Eye Talk Reference Guide

(Incorporating Australian Suggested Ophthalmic Retail Price List)



## DIRECTIONS FOR USE

*(How to get the most from your copy of "Eye Talk")*



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**ON YOUR SIDE**

# How to get the most from your copy of "Eye Talk"

Tony Hanks\*



The Eye Talk Reference Guide is used in most optometry practices in Australia. These notes will help you obtain the most from the valuable resources it contains.

All information is updated every 3 months and price suggestions are based on the wholesale prices (averaged when available from different suppliers).

## Distribution of Copies

Each subscription to the Eye Talk Reference Guide includes at least 2 copies of each issue. When each issue is received, the copy distribution should be marked on the front cover.

This copy:

<input type="checkbox"/> Reception	<input type="checkbox"/> Dispensing #
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*(Complete Eye Talk for extra copies at just \$5 each)*

## Spectacle Lenses

### ◆ Lens Price Suggestions

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

Date Code	DESCRIPTION™	Index (Diam)	Features	Glass Resin
PUS80E	Varilux Comfort Transitions	1.50 (80)	SA~P~U	* 156.00
PUT80E	V/Comfort Transitions Ref/Free	1.50 (80)	SA~PMU	* 182.00
PUY80E	V/Comfort Transitions 3	1.56 (80)	SAHP~U	* 178.00
*PVA75E	V/Comfort P'grey Extra <small>NEW PRODUCT</small>	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.

Example: **A BG 65 N**

Lens Type / Diameter / Product / Company

- Company codes are shown in the current Eye Talk issue.

### ◆ 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.

Date Code	DESCRIPTION™	Index (Diam)	Feat
PUS80E	Varilux Comfort Transitions	1.50 (80)	SA~
PUT80E	V/Comfort Transitions Ref/Free	1.50 (80)	SA~
PUY80E	V/Comfort Transitions 3	1.56 (80)	SAH
*PVA75E	V/Comfort P'grey Extra <small>NEW PRODUCT</small>	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 lens will "cut out" for the frame selected.

### ◆ Special Features of the Lens

- Each lens is coded to indicate special features included:

Date Code	DESCRIPTION™	Index (Diam)	Features	Glass Resin
PUS80E	Varilux Comfort Transitions	1.50 (80)	SA~P~U	* 156.00
PUT80E	V/Comfort Transitions Ref/Free	1.50 (80)	SA~PMU	* 182.00
PUY80E	V/Comfort Transitions 3	1.56 (80)	SAHP~U	* 178.00
*PVA75E	V/Comfort P'grey Extra <small>NEW PRODUCT</small>	1.60 (75)	~AHP~U	141.00 *

- |                                  |                          |                              |
|----------------------------------|--------------------------|------------------------------|
| <b>S</b> Scratch resistant       | <b>A</b> Aspheric design | <b>H</b> High index material |
| <b>P</b> Photosensitive material | <b>M</b> Multicoated     | <b>U</b> UV protection       |

◆ **Quick Reference Box**

- This handy box can be used as a summary area for the lenses most commonly used in your practice.

QUICK REFERENCE FOR SPECTACLE LENSES						
Use this convenient table to summarise prices for your most common lens types						
	CR-39 Basic	CR-39 Hard	High Index M/Coat	Transitions 3 1.50	Transitions 3 1.56	PGX Glass
S/V Stock	\$	\$	\$	\$	\$	\$
S/V Grind	\$	\$	\$	\$	\$	\$
D28 Bif.	\$	\$	\$	\$	\$	\$

**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 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	39.5	0.75

**Stock Lens Availability**

◆ Stock lenses are less expensive than grind lenses, but is the patient's Rx available in the stock range? These pages will tell you.

- Which lenses are offered as "stock".
- Refractive index (n)
- The maker or supplier.
- The lens material (glass, resin or polycarbonate).
- For convenience, the special features are repeated from the "Spectacle Lenses" section earlier in the book:
- The stock power range is summarised in 2 different ways:

Brand Name <sup>TM</sup>	From	Sz	Mtl	Feature	Powers from .....	To .....
Pentax 1.6 (Tintable)	Pntax	75	R	S-H~U	+4.00/-2.00	-10.00/-2.00
Pentax 1.6 M'coat	Pntax	75	R	S-H~MU	+4.00/-2.00	-10.00/-2.00
Pentax 1.66 M'coat	Pntax	80	R	SAH~MU	+6.00/-2.00	-10.00/-2.00
Plavision 1.56 A/R	Itoh	75	R	S-H~MU	0.00/-2.00	-1.75/-2.00
Plavision 1.57 (Tintable)	Itoh	75	R	S-H~U	0.00/-2.00	-6.00/-2.00
Plavision 1.6 A/R	Itoh	75	R	S-H~MU	-2.00/-2.00	-6.00/-2.00
		70	R	S-H~MU	-6.25/-2.00	-9.00 CombPwr(-2.00)
Plavision 1.6 A/R	Itoh	75	R	SAH~MU	-3.00/-2.00	-9.00 CombPwr(-2.00)

- 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.  
eg: -9.00 CombPwr/-2.00 indicates the limits as..  
-7.00/-2.00 -7.25/-1.75 -7.50/-1.50 etc.. (All have a combined power of -9.00)

**Frame Finder**

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

- Brand name & current distributor
- [No Distributor] indicates there is no current distributor for this range in Australia
- [Co Name] indicates they are no longer the distributor, but that they may still have spare parts for some models.

Academic - Neostyle Australia P/L
Accord - [No Distributor]
Actuell - Neostyle Australia P/L
Adidas - Euro Eyewear P/L
Aeroline - Optical Supplies
Aigner - Eyemaxx (Aust) P/L
Airess - [No Distributor]
Air Force - MMK International
Air Titanium - Lindberg Optic Design
Alair Melon - Kingdom Optical

## Spectacle Frames

- ◆ Recommended prices for individual spectacle frames are not listed. However, a Suggested Pricing Table can be requested at no charge to subscribers.
  - 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).

- *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.

*For Each Lens.*

FRAME TYPE	\$ SURCHARGE
NEW SHELL & PLASTIC .....	Nil
" " METAL .....	ADD 2.00
" " RIMLESS - Nylon or Supra .....	ADD 5.00
" " RIMLESS - 4 Hole .....	ADD 13.00
" " RIMLESS - 8 Hole .....	ADD 17.00
" " HALF EYE - Shell .....	ADD 2.00
" " HALF EYE - Metal .....	ADD 3.00
" " HALF EYE - Rimless .....	ADD 7.00
PATIENT's "OWN" FRAME (Additional to above) .....	ADD 8.00
FACETTE (Fitting Only) .....	ADD 3.00

## 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...*

FRAME PART	\$ FORMULA
FRONT (complete) .....	(Frame Price - (2 x \$7*)) x 56%
TEMPLE (each) .....	(Frame Price - (2 x \$7*)) x 22%
\$ PRICE	
LENS FITTING (*Above) .....	7.00
NOSE PADS - Rigid (pr) .....	4.50
NOSE PADS - Silicone (pr) .....	6.50

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

- ◆ 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
Softwear Saline	240 ml	2.90
* Softwear Saline	500 ml	3.95
* Softwear Plus Cleaner/Rinser <small>NEW PRODUCT</small>	240ml	6.95
SOLO-care	360 ml/case	17.50
SOLO-care Combi-Pack	2 x 360 ml/2 cases	19.35
SOLO-care 3-month Value Pack	3 x 360 ml/3 cases	29.50

## OTC Ophthalmic Products

- ◆ "Over the Counter" ophthalmic products are also listed in a similar style, showing current suggested retail prices and the various 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™	"Per Lens"		"Per Case"	
		Warranty	Price	Warranty	Price
YAHBB	Hydron Z67 Custom	M..	114.00	UX ..6M	100%C . 131.00
* YATAA	Menicon 72 <small>NEW PRODUCT</small>	M...	91.00	UX ..6M	. 50%C . 114.00
YAWAA	WJCSI	M..	82.00	UX ..6M	100%C . 100.00

◆ Lens Data Codes

- Data Codes are again provided for automatic sorting in computer software & "Pick Lists". For contact lenses they consist of 5 characters.

Example: **YJ C AA**

Lens Type / Product or Variation / Company

- The latest company codes are shown in the current Eye Talk issue.

◆ 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™	"Per Lens"		Warranty	Price
		Warranty	Price		
YAHBB	Hydron Z67 Custom	M..	114.00	UX ..6M	100%C . 131.00
* YATAA	Menicon 72 <small>NEW PRODUCT</small>	M...	91.00	UX ..6M	. 50%C . 114.00
YAWAA	WJCSI	M..	82.00	UX ..6M	100%C . 100.00

◆ Warranty Information

- Manufacturers warranty - lens warranted as being free of defects.
- The full Per Case warranty details are also summarised for every lens:
  - The number of exchanges allowed within the warranty period (U indicates "unlimited").
  - The number of months in the warranty.
  - The credit % for an unsuccessful patient within the warranty (pl indicates that the credit is the Per lens amount).

Price	"Per Case"		Price
	Warranty	Price	
114.00	UX ..6M	100%C	131.00
91.00	UX ..6M	50%C	114.00
82.00	UX ..6M	100%C	100.00

◆ Disposable Lenses

- In addition to the standard information for all types of contact lenses, the disposable lens listings also show:
  - Pack prices
  - Pack sizes
  - Annual cost if worn every day and replaced according to schedule.

MA	Ciba Focus	M...	13.00	.....
	(1 Mth) (vis tint)		\$78.00/pack	\$156.00/yr
MB	Ciba Focus Softcolors	M...	16.80	.....

**Stock Contact Lens Availability**

- ◆ Stock contact lenses are consistent, available quickly and less expensive than custom lenses, but is the patient's Rx available? These pages will tell you.

- Which lenses are offered as "stock".
- Water content (%)
- The maker or supplier.
- Parameters (base curve, diameter, thickness, etc)
- The limits of the stock power range, and the steps.

Brand Name™	From	H2O	Feat-ures	STOCK RANGE			
				Base Crv	Diam	c.t.	Powers from .... To (Steps)
Softens 1 Day	B&L	70	V...	8.6	14.2	17.5	+6.50 ..... -6.50 (0.25)
Surevue	J&J	58	V•U	8.4,8.8	14.0	105	-8.00 ..... -9.00 (0.50)
		58	V•U	9.1	14.4	105	+6.00 ..... +0.50 (0.25)

**Veterans Affairs Schedule**

This schedule includes all optical item numbers and rates for frames, lenses, add-ons and low vision aids.

OP Item	DESCRIPTION	\$ EA	\$ PR
21/22	Bifocal Lens	33.80	67.60
23/24	Bifocal Aspheric Lens	35.50	71.00
25/26	Trifocal Lens	41.60	83.20

**Consultations**

- ◆ Medicare scheduled fees in a handy summary format.
- ◆ Suggestions for home visit or domiciliary surcharges, screening fees and industry consulting hourly rates.

## Health Fund Rebates

Optical rebate tables are summarised for the major private health funds.

- ◆ This information can be used to advise patients on the “likely” rebates. It is best to phrase this as an estimate because:
  - Patient may have already claimed elsewhere in this membership year?
  - Patient may not be certain of which table they are in?
  - There may have been a recent change from the fund (since the table was prepared)?

OPTICAL APPLIANCE	ITEM NO (≠)	HBF (WA)	
		Essentls Std/Saver	Essentls Plus
<b>SPECTACLES:</b>			
Single Vision Stock	110,212	80	110
Single Vision Grind ①	110,222	80	110
Bifocals	110,312	110	140
Trifocals	110,412	140	240
Progressives	110,512	140	240
<b>FRAMES ONLY:</b>			
Spectacle Frames	110	30	60
Spectacle Repairs (p.a.)	120	nil	nil

## Clinical Charts & Tables

- ◆ This section presents a collection of handy charts for contact lenses and spectacles. For example - see the excellent summary of engravings for progressive lens identification.

• Adapter	add	III
• Varilux Comfort	add	⊙
• “ “ “ 1.6	add	⊙6
• “ “ “Ormax	add	⊙X
• Kodak RLX Plus	add	K
• Kodak RLX Lite	add	KI
• Lateral Gradal	add	⊙


## 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).

**PARTS & ACCESSORIES**


**Aviva Optical Supplies**  
 Centrostyle, Vunett, Lens cloths,  
 Tools, Cords, Rogz straps, Tints,  
 B&S Morris, Magnifiers, Pinec nez  
 Unit 1/25 Augusta St, Willetton 6155  
 Phone: (08) 9354 4499  
 Fax: (08) 9354 3299  
 Call free: 1800- 808 870  
 Fax free: 1800- 643 299  
 E-mail: aviva@avivaoptical.com.au

**Mar Optics P/L**



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