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Optikam Feasibility Study

The Optikam dispensing assistant quickly generates income for practices who implement it. Beyond the word-of-mouth advertising generated by Optikam’s frame selection experience, the Optikam Lens module greatly increases lens up-selling.

The following study was conducted with 100 Optikam customers in the U.S., Canada and the U.K. The study found that customers who used the Optikam Lens module saw a considerable increase in their lens sales.

The survey revealed that our customers saw a return-on-investment within 4 and 11 months depending on their weekly sales volume. Listed below are the results of the survey, listing the top six categories where Optikam customers saw a considerable increase in their sales and in their net profit:

20 jobs/week: 11 months return-on-investment

Options	Extra sales/month	Average profit	Extra profit/month
Frames	1	\$83.00	\$83.00
Premium Progressives vs. Progressives	1	\$94.00	\$94.00
High Index vs. Regular Plastic	2	\$51.00	\$102.00
Anti-Reflective vs. Non-AR	2	\$57.00	\$114.00
Polarized vs. Non-Polarized	1	\$55.00	\$55.00
Photochromic vs. Non-Photochromic	1	\$48.00	\$48.00
			\$496.00

30 jobs/week: 5.7 months return-on-investment

Options	Extra sales/month	Average profit	Extra profit/month
Frames	1	\$83.00	\$83.00
Premium Progressives vs. Progressives	2	\$94.00	\$188.00
High Index vs. Regular Plastic	4	\$51.00	\$204.00
Anti-Reflective vs. Non-AR	4	\$57.00	\$228.00
Polarized vs. Non-Polarized	3	\$55.00	\$165.00
Photochromic vs. Non-Photochromic	2	\$48.00	\$96.00
			\$964.00

40 jobs/week: 3.9 months return-on-investment

Options	Extra sales/month	Average profit	Extra profit/month
Frames	2	\$83.00	\$166.00
Premium Progressives vs. Progressives	3	\$94.00	\$282.00
High Index vs. Regular Plastic	5	\$51.00	\$255.00
Anti-Reflective vs. Non-AR	6	\$57.00	\$342.00
Polarized vs. Non-Polarized	4	\$55.00	\$220.00
Photochromic vs. Non-Photochromic	3	\$48.00	\$144.00
			\$1,409.00

