DESIGNING A FUNCTIONAL AND PROFITABLE OPTICAL DISPENSARY

DAN SLOAN, Designer

YOU NEVER GET A SECOND CHANCE TO CREATE A FIRST IMPRESSION.

ITEMS TO CONSIDER

1. Location of Dispensary Within Office
2. Size Of Dispensary
3. Lighting
4. Security
5. Case Studies
1. LOCATION WITHIN OFFICE

• Poor vs. Proper Location

POOR LOCATION

• Blocked Visibility
• Isolated Location
• Back of Practice
• Different Floor

Example #1

POOR LOCATION

• Blocked Visibility

1. Door from Waiting Area
   Makes Optical Feel Inaccessible
2. Dispensary Not Visible from Waiting Area
POOR LOCATION

• Isolated Location
  1. Dispensary Visibility Blocked by Entry Walls

POOR LOCATION

• Back of Practice
  1. Dispensary Easily Missed or Overlooked
  2. Optical Not Adjacent to Waiting/Checkout area

PROPER LOCATION

• Adjacent to Waiting & Reception Areas
• Check Out Near Optical
• Seamless Transition from Doctor to Optician
• High Visibility & Maximum Foot Traffic
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PROPER LOCATION

FLOORPLAN

• Optical Adjacent to Waiting & Reception Areas

PROPER LOCATION

ISOMETRIC

• Optical Adjacent to Waiting & Reception Areas

PROPER LOCATION

FINAL RESULT

• Optical Adjacent to Waiting & Reception Areas
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PROPER LOCATION Example #2

• Check Out Near Optical

PROPER LOCATION Example #3

• Seamless Transition
  1. Dispensary Centrally Located
  2. Easy Access
  3. Maximum Exposure

PROPER LOCATION Example #4

• High Visibility & Maximum Foot Traffic
  1. Dispensary Visible Through Front Windows
  2. Reception Adjacent to Optical
  3. Dispensary Visible from Waiting Area
2. SIZE OF DISPENSARY

- Too Small for Practice
- Too Large for Practice
- Just Right for Practice

1. Legal Ramifications
2. Logistics
3. Financial Implications

LEGAL RAMIFICATIONS - ADA

ADA Compliance Checklist for your Building

- Building Access
- Exit Access
- Elevators
- Entrance
- Fire Protection
- Interior Finish
- Interior Signage
- Outdoor Access
- Outdoor Signage
- Hazardous Materials
- Hearing-Impaired
- Smoke Detectors
- Sprinkler Systems
- Temperature
- Toilet Access

DESIGNING A FUNCTIONAL AND PROFITABLE OPTICAL DISPENSARY
LOGISTICS

- Easily Crowded
- Cannot Handle Multiple Patients
- Increases Client Waiting time While Deterring Browsing & Sales
- No Room for Future Growth (Built in Obsolescence)

FINANCIAL IMPLICATIONS

- Fines & Punitive Damages Resulting from Lack of ADA Compliance
- Client Discomfort Deters Sales
  - Fosters Claustrophobic Feelings
  - Excessive Wait Time
- Lack of Sales Opportunities
  - Discouraged Browsing Deters Sales
  - Lack of Display Opportunity for Merchandise

2. SIZE OF DISPENSARY

- Too Large for Practice
  1. Cavernous, Empty Feeling
  2. High Overhead Cost
  3. Slow Inventory Turnover
  4. Lack of Employee Supervision Encourages Theft
2. SIZE OF DISPENSARY

• Just Right for Practice
  1. Appropriate Floor Space to Product Ratios
  2. Dispensary Design Supports Sales Goals (e.g. Quarterly Inventory Turnover)

APPROPRIATE SIZE RATIOS

2. High Frame Density for Perception of Selection

- Small Dispensary
  (300 Frames / 20 Linear Foot)
  1. 1.25 to 1.35 Frames per Square Foot of Sales Area
     • e.g. 200 sq. ft = 275 frames
     • e.g. 350 sq. ft = 450 frames

1. **Medium Dispensary**
   
   **500 Frames / 500 Square Feet**
   
   - 0.95 to 1.30 Frames per Square Foot of Sales Area
     - e.g. 500 sq. ft = 650 frames
     - e.g. 750 sq. ft = 900 frames

2. **Large Dispensary**
   
   **900 Frames / 1100 Square Feet**
   
   - 0.90 to 1.25 Frames per Square Foot of Sales Area
     - e.g. 900 sq. ft = 1000 frames
     - e.g. 1100 sq. ft = 1000 frames
   
   2. Focal Areas of High Frame Density
      Punctuate Space

3. **Lighting**
   
   - Ineffective Lighting
   - Proper Lighting
3. LIGHTING – INEFFECTIVE
1. Dark, Poorly Lit Dispensary
2. Uninteresting, Flat Lighting
3. Lack of Showcase Lighting
4. Color (Warmth or Coolness) of Light is Left Unconsidered

3. LIGHTING – PROPER

3. LIGHTING – PROPER
4. SECURITY

- Physical - Dispensary Layout
- Physical - Product Options
- Operational Practices

SECURITY - DISPENSING LAYOUT

- Securing Entire Sections from Customer Access
- Integrate Dispensary and Reception Area

SECURITY - DISPENSING LAYOUT

- Low Counters Encourage Staff/Client Interaction
1. High cost/high risk items protected
2. Showcases as focal points

SECURITY – SECURED SHOWCASES

SECURITY – LOCKING FRAME RODS
1. For Securing High-end Frames and Sunwear

SECURITY – LOCKING GLASS DOORS AND CABINETS
SECURITY - OPERATIONAL PRACTICES

1. Easy Inventory Updates
2. Regular Inventory Spots Shrinkage Trends

SECURITY - OPERATIONAL PRACTICES

1. Reward Employees for Low Shrinkage
2. Hire Employees Who Thoroughly Enjoy Client Interactions
3. Offer “Cost + %” Employee-Family Purchase Programs
   - Discourage Internal Shrinkage
   - Increase Employee Loyalty

5. CASE STUDIES

1. Clay Eye Center
2. Advanced Eyecare
CASE STUDIES – CLAY EYE CENTER

Cold Start Up
1. No Dispensing Experience
2. Started with Architect, Not a Dispensary Designer
   • Optical Too Crowded
   • Design Around Shell of Building

Practice Goals
1. Create “Best of Class” Atmosphere
   • Commitment to Exceptional Client Service
   • Full Service Center, Open Feel
   • Easy Transition from Medical to Optical Areas
   • Centralized Dispensary & Waiting Area
CASE STUDIES – CLAY EYE CENTER

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OUTCOME

• Staff Excellence
  1. Commitment to “Best of Class Extends to Staff
  2. Staff as Stakeholders and Ambassadors
  3. Pride Taken in Work Results in Strong Local Reputation

• Profitable From Start
  1. 60% Capture Rate
  2. 30% Profit Margin
  3. 38% CGS

• Community Interest
  1. Location Averages: 34 Patients per Day, 65 Jobs per Month
  2. Monthly Web Traffic Doubled Since Inception
  3. Walk in Traffic: 3-4 Patients per Month
CASE STUDIES – ADVANCED EYECARE

• Update & Remodel Practice
  1. Older Physical Location and Dispensary Showing Age
  2. Additional Space Needed
  3. Instrument and Equipment Upgrades Needed

• Practice Goals
  1. Expand Physical Location
  2. New Instruments and Equipment
  3. Update Look and Feel of Practice
  4. Increase Patient Numbers
CASE STUDIES – ADVANCED EYECARE

OUTCOME

• “Frame sales increased the very first day.”
• Average 350 Optical Jobs per Month
• 20% Increase in Walk-In Patients
• 20% Increase in Patient Referrals
• Many Individuals Coming from Other Practices to Fill Prescriptions
• 25% Increase in Revenue Since Remodel

3 TIPS

• De-Junk – Eliminate Clutter and Old POP
  Note: Have a Purpose in Product Placement

• Lighting – Color Correct LED 3000k
3 TIPS

- Merchandise & Branding of Product

THANK YOU

DAN SLOAN, DESIGNER
FASHION OPTICAL DISPLAYS