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## OPINION / READER VOICES

### More Readers Weigh In On Online Eyewear Sales

Following on the heels of our March 7 Cover Story **Brick & Click**, the debate over the sale of eyewear online continues! More readers share their voices on eyeglass e-commerce and patients taking their prescriptions online...

“Tell them to get [their measurements] from the ordering location, then they become responsible for any mistakes. Having no contact with the patient is not what our profession is about.”

—**Kenneth Weiner, OD, N.J.**

“We tell patients that it is up to the optician taking the eyeglass order to take their PD and that it is not part of the prescription. There is not too much [online eyewear sales] here in Michigan but it could become more of an issue in the future as more people take advantage of the websites out there that sell eyeglasses.”

—**Roxanne Slancik, Andersen Eye Associates, MI**

“We ask [our patients] for a form so we can give them the proper information in the correct format. We are seeing a very small effect on our Rx eyeglasses sales [because of online sales] but a larger effect on sunglass sales.”

—**Howard Kris, Look ‘N See Optical, N.Y.**

“Our previous patients are given the requested info, however if we don’t currently have that info on file we do not measure it for them. Our patient retention is high, but you never know how many people are purchasing 2nd or 3rd pairs online.”

—**Tony Imburgia, Eyes on Regent Square, PA**

“We do not give PD measurements. Our policy is not to give that information. Right now [business lost to online sales] has a negligible effect but I expect that it will become an issue in five years.”

—**Sean Francis, Ferreira Optical, Trinidad and Tobago**

“I do not find that [online eyewear sales] will impact our sales one way or the other. However, I find that online sales of eyeglasses is a complicated process and have found that ‘you get what you pay for.’ Then I would wish the consumer luck!”

—**Barbara A Bush, L&S Optical, IN ■**

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