

# Patients Enjoy Interacting With Technology

## Smart Mirror system lets patients try on frames virtually and brings efficiencies

For **Andy Hawari, OD**, bringing the best technology into his practice is paying off in improved efficiency, accuracy and a lot of good impressions on patients.



**Dr. Hawari**

He's been a user of ABS Smart Mirror technology for years, and now he has three of the Smart Mirror iPad-based systems in his solo practice in Mineola, Texas, two hours east of Dallas.

People notice. "We hear it all the time. Patients say, 'I've never been to an office that does stuff like you do,'" he says. That reaction makes the Smart Mirror technology a marketing tool and helps his practice efficiency. Dr. Hawari says that he doesn't market his practice because he doesn't have to. Having advanced technology "is who we are, and it tells people that they can get really good eye care here," he says. "That is really important to me."

The Smart Mirror iPad application lets patients quickly and easily simulate the look of frames, lenses and treatments. They can see the effect of polarized lenses and various coatings or how a multifocal lens would look. It gives them more confidence in the choices they make.

It also allows him to expand his inventory of frames in a virtual way. If a patient loves a frame on the frame board, for example, but might want to see how it looks in a different color or slightly different style, the Smart Mirror can show the look. That means that patients and customers can feel as though they're having an

even more robust experience in the optical dispensary.

"When the iPad option came out, I jumped on it really quickly," he says. "Smart Mirror is quick and easy, and it's still got all the digital details to work with various vision plans."

"We have three of them set up, so every patient, even single vision lens patients, gets measured with the Smart Mirror iPad device," Dr. Hawari says. "To me, it represents a perception of high tech, and it also gives us a lower rate of errors. Because it has the ability to save the results, if we have questions about a fitting, we can review it."

By using it with every patient, it emphasizes that the practice sees

even new staff members who come from a less technological practice adapt quickly. "I've had a couple of opticians who worked somewhere else, and they were resistant to using these tools initially," he says. But they soon realized that there was value both in the quick and accurate readings as well as the way that patients reacted to it.

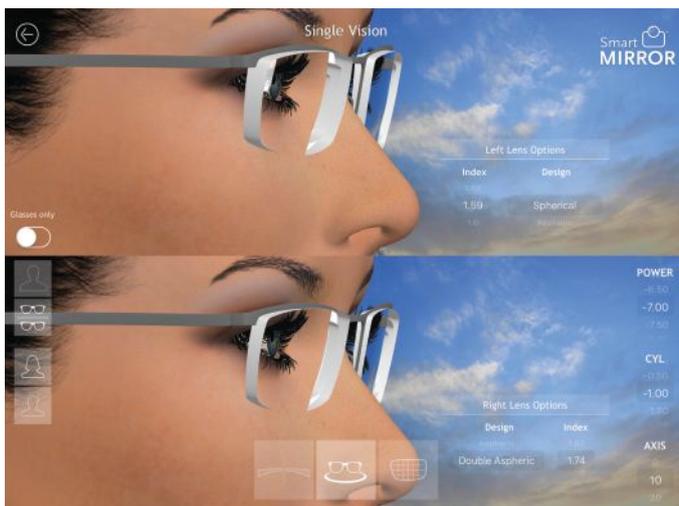
Dr. Hawari's first experience with Smart Mirror systems was with the stand-up kiosks, which let patients walk up and try out frame designs and other options. "It really stood out. People enjoyed it. People enjoyed it," he says.

The Smart Mirror systems are a product of a French company, the ACEP Group, which markets its products in the U.S. through ABS Inc., a Miami, Florida-based company led by **Fabian**

**Bruneau**, who has worked for the company since 2001. "I got to know Fabian years ago, when we first installed the kiosks," Dr. Hawari says. "These guys have been a pleasure to work with. I never have any issues at all. It's just a great company to work with." 🙌



**The Smart Mirror iPad application lets patients quickly and easily simulate the look of frames, lenses and treatments.**



**The illustrations help patients visualize the options better.**

all patients as valuable, plus it reinforces the idea that there is more to fitting eyewear correctly than simply measuring your own PD on an online sales site or having an optician mark a trial frame with a Sharpie, he says. Patients enjoy interacting with interesting technology, and

**COMPUTER  
HARDWARE  
& SOFTWARE**

**"Every patient ... gets measured with the Smart Mirror iPad device."**

**-Dr. Hawari**

