

Fastgrind Allows Kentucky-Based Practice to Battle the Big Vision Chains



During his research for a system that would help his practice compete with vision chains and offer same day service, William Reynolds, OD, of Eye Care Center Optometrists, in Richmond, KY, came across the *Fastgrind* system from Super Systems Optical. He had his lab manager, Glenna Powell, make the trip to Super Systems' Ohio location to take a look at *Fastgrind* in person.

Powell's previous surfacing system was a "nightmare" to use, actually ruining some lenses, so she was naturally hesitant about acquiring a new unit. Even after watching a demonstration of how to

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—Glenna Powell,
Lab Manager

use *Fastgrind*, Powell was still skeptical—"I just couldn't believe it was that easy!"

Powell decided she needed to run the machine herself just to make sure, so she made a second trip to Ohio where she brought about eight jobs to run her-

self. After she was confident the *Fastgrind* system wasn't too good to be true, Powell gave the green light to Dr. Reynolds to purchase the machine.

OVERALL RELIABILITY

It's been seven years now that Powell has been working on the *Fastgrind* system and during that time Eye Care Center has seen an increase in patient satisfaction with its progressives. While Super Systems offers Varilux® and other well-known brands, the practice uses the house brand progressive. "We've been using it for years and have a real good success rate with it; we

don't have problems with non-adepts."

There also haven't been any complaints from staff on operating the easy-to-use *Fastgrind*. "For those using the machine for the first time, they can simply read the screen and it tells them step-by-step what to do," said Powell.

Though Super Systems offers a lifetime warranty, Eye Care Center hasn't had any need to use it. Since it purchased *Fastgrind* in 2003, the office has only reported one problem. "Awhile back, it got off balance," said Powell. "I didn't know what to do so I called the company and Don fixed it immediately."

In fact, besides the reliability of the unit, Powell has also been impressed with her dealings with the Super Systems team over the years—particularly at how they have actively listened to her suggestions and concerns about improving the system. When she first started working on the *Fastgrind*, only one lens at a time could be grinded. In order to save time, Powell suggested the ability to grind both lenses

simultaneously. A couple of months later, Super Systems introduced the software to do so. "Sarita does the software over at the company and anything she wants to try out, she sends me to ask what I think," Powell said. "Pretty much anything I've asked of them, they've tried to accommodate. They really are great people to work with."

A SMART INVESTMENT

Fastgrind has exceeded Dr. Reynolds' expectations of keeping costs down for his practice. "Most practice management say your cost of goods (COG) should run about 26%," he said. "*Fastgrind* has allowed us to offer our patients a quality progressive while helping keep our COG at 22.5% for 2009."

Powell also points out, "*Fastgrind* is the best investment we made for this office as far as being able to contend with big competitors like LensCrafters that have huge labs. We can get the jobs out same day so it is easier to compete with vision chains and making our patients happy."