



# RSD – Employee scripts



Being able to concisely and accurately inform a customer of the benefits of an OCT can be tricky. The customer will generally not have any idea of what an OCT is or how it works.

The Nidek Retina Scan Duo OCT uses infra-red light to obtain the scans. A scan itself only lasts a few seconds and the fully automated system means the process takes less than 2 minutes to complete.

The OCT can be offered to any customer but is most beneficial to anyone with an existing eye condition, anyone with a family history of an eye condition, and anyone who would like the most comprehensive method of assessing the eye. There is no flash or puff involved when capturing the scans, it is non-toxic and generally safe for anyone (for example someone with epilepsy or pregnant women). It is less affected by pupil size or cataract than a fundus photo.

There will often be a charge for the OCT service and the customer will want to know what they are getting for this charge. The customer is paying for the newest technology test and the expertise of the Optometrist in analysing the data.

The key is to keep the explanations as simple as possible.

The four key pieces of information to get across to the customer are:

- The OCT is a medical grade device – a few years ago, it would only have been found in a hospital environment.
- The OCT will create a 3D scan of the retina – the ‘seeing’ part of the eye.
- The scan will enable the Optometrist to view all the different layers of the retina.
- The scan will enable the Optometrist to spot changes to the retina sooner than any other test.

If the customer is still struggling to visualise how the OCT scan works, use the ‘**CAKE**’ analogy. Most people will be familiar with having a fundus photograph as part of their normal eye examination – liken this to the icing on a cake, just the top surface. The OCT can see below the surface and image all the other layers below the icing.

*Fig. 1 – OCT 'CAKE' analogy*

