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BRAND CONTACT LENSES

**Participant comments from Jeff Mowatt's  
*The Art of Patient Service... Influence with Ease*  
seminar held October 24th, 2013**

***"I enjoyed it all! Make it longer! This puts everyone in the organization on the same road towards REMARKable customer service; just by changing small things in our wording."***

Mehgan Smith, Optometric Assistant – Contacts

***"Hopefully this will foster self-policing of the words we choose."***

Dr. Ken Gellatly

***"I believe it's important that each of us provide better customer service, and Jeff's seminar will help us work together more efficiently."***

Oana Minaila, Optometric Assistant

***"Great presentation! Customer service will improve and communication between patients, the doctor, and opticians will become clearer."***

Chealsey Wood, Optician

***"Everything in this seminar was great. Good relevant examples to help us be more conscious and pay more attention to how I word things."***

Nicole Poulin, Administrator

***"It was very informative and helpful! This will help me identify patient needs; work towards gaining their trust and interact with them more efficiently."***

Stephanie Lunny, Optometric Assistant

***"This will enable us to take the same approach to keep a consistent experience for our customers."***

Kirsten Titley, Lab Technician

***"This helps us to understand our customers better and find out how to help them more efficiently."***

April Vannatta, Optometric Assistant