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ESSILOR LAUNCHES NEW DISPENSARY MANAGER PROGRAM

New ECP University Course Offers Skills Needed to Drive Retail Business and Profitability

DALLAS – Sept. 22, 2011 – Essilor of America, the nation’s leading manufacturer of optical lenses, today announces the launch of the Dispensary Manager Program, a comprehensive course offered by ECP University[®], Essilor's Eye Care Practice University and training center. The Dispensary Manager Program helps dispensary managers develop the business operations skills and business savvy needed to profitably manage day-to-day retail operations.

The comprehensive six-month course combines real-world activities, classroom instruction, personalized coaching and project-based learning experiences. Experts, including program facilitators, coaches and guest speakers, will help managers acquire knowledge critical to building and operating a profitable optical business. During the course, students will meet three separate times in Dallas for two-day learning sessions and will also participate in webinars, individual coaching and project-based learning using their own practice’s operational and financial data. Graduates will receive an Essilor certificate upon completion and acquire essential skills, including:

- Strategic Planning and Operations – develop strategic plans and manage key metrics
- Tracking and Reporting – identify sales trends and track sales and revenue
- Financial Management – learn principles of finance, manage payables and how to work with vendors
- People Leadership – develop skills for recruiting, hiring and performance management
- Retail Strategies – build merchandising, pricing and growth strategies
- Customer Excellence – identify patient needs and manage patient issues

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“Essilor is committed to helping eyecare practices gain the skills needed to ensure their practices continue to grow,” said Howard Purcell, O.D., F.A.A.O., Dipl., vice president of customer development, Essilor of America. “There’s no need to go it alone when it comes to running a practice. Through this program, students have the opportunity to learn from industry experts as well as experience collaborative learning from peers.”

The Dispensary Manager Program is the capstone course for ECP University’s three-tiered dispensary training programs: New Dispenser Quick Start, Apollo for Advanced Dispensers and Dispensary Manager. ECP University offers both free registration and paid subscription options. Practice owners and managers can oversee all user activity and delegate, assign and track staff enrollment and training progress.

In addition, interested parties can visit the Essilor booth during Vision Expo West to register for a chance to win a free Las Vegas Champagne Limo Tour for two as well as two vacation packages.

For more information about the Dispensary Manager Program, visit ecpuniversity.com or email Info@ECPUniversity.com.

About Essilor

Essilor is the leading manufacturer of optical lenses in the United States and is the market leader in progressive, high-index and anti-reflective coated lenses. A pioneer in the development and production of ophthalmic lenses, Essilor employs more than 9,000 people throughout North America. Essilor manufactures optical lenses under the Varilux®, Crizal®, Xperio®, DEFINITY®, Thin&Lite®, and other Essilor brand names. Essilor Laboratories of America (ELOA) is the largest, and most trusted, optical lab network in the U.S. and offers a wide choice of services and lens brands, including Essilor premium lenses, to eye care professionals across the nation. Essilor of America, Inc. (Essilor) is a subsidiary of Paris-based Essilor International, a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA).

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