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## A survey on dispensing: How the public views their past experiences with how they were dispensed

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# **A survey on dispensing: How the public views their past experiences with how they were dispensed**

## **Abstract**

A survey on dispensing: How the public views their past experiences with how they were dispensed

## **Degree Type**

Thesis

## **Degree Name**

Master of Science in Vision Science

## **Committee Chair**

John W. Horton

## **Subject Categories**

Optometry

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A SURVEY ON DISPENSING:  
HOW THE PUBLIC VIEWS THEIR PAST EXPERIENCES  
WITH HOW THEY WERE DISPENSED

Original Research  
presented to the Faculty of  
The College of Optometry  
Pacific University

In partial fulfillment  
of the requirement for the degree  
Doctor of Optometry

by  
Tom Roselius  
and  
Russ Auclair

5/10/74

Faculty member in charge  
Mr. Horton

*John W. Horton*

A questionnaire was randomly given to 100 adults at the Pacific University College of Optometry. The questionnaire was given to the adults at the time of their dispensing.

The purpose of this information is to be used to aid an Optometrist in deciding whether he should be his own dispenser of glasses or leave that portion to someone else not in his own office. This questionnaire was also administered to see if the public may be more professionally served by the Optometrist in his dispensing capacity.

50 males and 50 females were surveyed by a written form which is included in this report. The results are quite interesting and are listed here:

Question (1): "Have you ever been unhappy with a pair of glasses?"

Response:	Female-	26 yes,	24 no	(52% unhappy previously)
	Male-	20 yes,	30 no	(40% unhappy previously)
	Total-	46 yes,	54 no	(46% unhappy previously)

Question (2): "If unhappy the reason was?"

Response:	Female		Male		Total	
	#	%	#	%	#	%
Cost	3	6%	1	2%	4	4%
Comfort	23	46%	10	20%	33	33%
Blurred vision		2%	2	4%	3	3%

It is of interest to note that 72% of those unhappy was because of discomfort. Several comments were noted in this section under the category of "other." They are listed as follows:

- (Females)
1. "Maybe too heavy. Caused skin rash on my nose."
  2. "Looks" (2 commented on this)
  3. "Poor frames"(desirability)
  4. "Given prescription like window glass"
  5. "No tint was given-glare bothers me"
  6. "Room slants"
  7. "Appearence"
  8. "Headaches"
  9. "Frames were not good"
  10. "Dizziness"

- (Males)
1. "Screw comes loose"
  2. "Plastic lenses scratched"
  3. "Vision strained"
  4. "Style was questionable after purchase"
  5. "Looks"
  6. "Style of frame"

Question (3): "If unhappy, did you purchase your glasses at same place your vision was examined?"

Response:           Female- 21 yes, 5 no (81% same place)  
                   Male- 12 yes, 8 no (60% same place)  
                   Total- 33 yes, 13 no (72% same place)

Of the total population, 33% from a random sample might be expected to be unhappy with a pair of glasses they purchased from the same place their vision was examined.

Question (4): "Would you prefer to purchase your glasses at a different place from where your vision was examined?"

Response:           Female- 45 of 50 said no (90%)  
                   Male- 46 of 50 said no (92%)  
                   Total- 91 of 100 (91%)

The individuals which responded yes to this question answered as to why as follows:

	lower cost	larger frame selection
Female 9	4 of 9	5 of 9
Male 4	3 of 4	1 of 4
Total 13	7 of 13	6 of 13

Some of the female population responded to the space provided as "other" and stated the following:

- (1) "Advisary help in selecting frames"
- (2) "Better glasses"

Question (5): "If you purchased your glasses at a different place than where your vision was examined and were not fully satisfied, whom would you return to for advice?"

Response:	examiner	place purchased
Female	23 of 36 (63%)	13 of 36 (37%)
Male	15 of 28 (53%)	13 of 28 (47%)
Total	38 of 64 (60%)	26 of 64 (40%)

Since 64 of 100 people questioned answered this question, the following is an assumption: 38% of the population could be expected to return to the place their vision was examined if they were unhappy with a prescription or other reason.

Question (6): "In selecting a frame would you prefer to:"

- (a) Look at whole display of frames
- (b) Have frames shown to you by dispenser

Females- 35 of 50 or 70% prefer whole display  
Males- 25 of 45 or 55% prefer whole display  
Total- 60 of 95 or 63% prefer whole display

37% would rather have frames shown to them by the dispenser.

Question (7) "Do you feel that in the past you have received all the advice from your vision specialist that was necessary for your complete satisfaction?"

Response:	Females- 82% felt they have
	Males- 82% felt they have
	Total- 82% yes



Several comments explaining why the 18% of the people whom were unhappy follows:

- (Females)
1. "Was satisfied here"
  2. "Not enough information previously"
  3. "I go to an Ophthalmologist and I don't think they get into just examining eyes"
  4. "This is the first really thorough exam I have had (2 previous Calif.)"
  5. "I had a more complete exam here"
  6. "Have had difficulty with both vision and comfort-Optometrist doesn't agree"
  7. "I think Dr. should explain how to take good care of your eyes and glass Have helper if they're too busy"

- (Males)
1. "Not complete enough"
  2. "Feels they pretend to know more about what you want to wear than I do"
  3. "Optometrist didn't fully explain questions on style and personal activities"
  4. "Examiner wouldn't disclose needed prescription-too expensive"
  5. "Incomplete"
  6. "Too busy to care"
  7. "Didn't explain what the prescription was for"

In summary, it can be said that about one-half of the population has been unhappy at least one time when dispensed with a pair of glasses. About three-fourths of these people are dissatisfied for reasons of discomfort. Also three-fourths of the people whom have been unhappy with a pair of glasses were dispensed at the place where their vision was examined. An overwhelming majority of greater than 9 to 1 would prefer to purchase glasses where their eyes were examined. About one-half of those that would rather seek another location to purchase a pair of glasses, would do so for lower cost. And the remaining half because of a larger selection of frames somewhere else. If a patient was dissatisfied with a pair of glasses to whom would they return? Three-fifths would return to the examiner, and two-fifths would return to the place purchased. Slightly more than 3 out of 5 people would prefer to look at a whole display of frames while the remaining two out of five would prefer to have the frames shown to them by the dispenser. Finally, eighteen % said they did not receive all the advise from their vision specialist that was necessary for their complete satisfaction.

In conclusion, we feel that this is a valid and worthwhile survey. We believe that since most people will be

dispensed at the place where their vision was examined and since about one-half of the population was dissatisfied, at one time or another, that either the vision specialist himself or a trained dispenser should take careful care and consideration when performing the art of dispensing.

Male  Female

Have you ever been unhappy with a pair of glasses? Yes

No

If unhappy the reason was:

cost

comfort

blurred vision

other \_\_\_\_\_

If unhappy, did you purchase your glasses at the same place your vision was examined?

Yes

No

Would you prefer to purchase your glasses at a different place from where your vision was examined?

Yes

No

If yes, do you feel the reason would be:

lower cost

larger selection of frames

other \_\_\_\_\_

If you purchased your glasses at a different place than where your vision was examined and were not fully satisfied, whom would you return to for advice?

examiner

place purchased

In selecting a frame would you prefer to:  Look at a whole display of frames

Have frames shown to you by the dispenser

Do you feel that in the past you have received all the advice from your vision specialist that was necessary for your complete satisfaction?

Yes

No

If no explain \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_