Vision-S® 700 Refraction System Testimonial

How Vision-S® 700 refraction system helped double patient capacity while enhancing the patient experience





Dr Ryan Smedley, OD
Target Optical practice

Glendale, CO, USA
Vision-S® 700

Vision-S® 700 refraction systems at the heart of a practice remodeling

Dr Smedley operates multiple practices in the US, with different clinical configurations. In 2023, he remodeled his Target Optical practice to increase the eye exam capacity that was limiting the overall patient throughput.

He introduced the Vision-S® 700 refraction system and transformed his refraction workflow, creating more sales floor space. The compact design and intuitive operation enabled a seamless transition from legacy equipment while optimizing clinical space.

"The Vision-S® 700 is so easy to use for technicians, and it saves time. The transition for the staff was very smooth."

Vision-S® 700 refraction systems enabled Dr Smedley to overcome refraction capacity limitations, while elevating the patient experience.

Doubling patient throughput with a streamlined workflow

Dr Smedley redesigned the patient flow around two Vision-S® 700 refraction systems: technicians and doctors work seamlessly together while maximizing patient flow.

He has two examination rooms equipped with them, where technicians and doctors rotate alternatively. Technicians guide patients through all the steps related to objective measurements and perform a first subjective refraction with Vision-S® 700, using the embedded Smart Programs.

Dr Smedley alternates between the two rooms, completing the subjective refraction before performing the full medical assessment. He then delivers the prescription and introduces patients to the opticians in the dispensing area.

According to Dr Smedley, the Vision-S® 700 has doubled patient capacity from three to six patients per hour. The fast, three-minute, algorithm-driven Smart Programs, give him more time to discuss eye health and patient needs.

> ***"Having a more efficient refraction process leaves you more time to talk about the vision health."***

ESSILOR INSTRUMENTS

Key lessons from implementation

This rotational system with two smaller lanes and Smart Programs refraction is the ideal setup for Dr Smedley and makes refraction very easy for technicians.

For practices that frequently see pediatric or wheelchair-user patients, Dr. Smedley recommends complementing the Vision-S® 700 with a Vision-R® 800* lane. Together, they provide maximum flexibility while delivering an exceptional refraction experience.

With the support of a second doctor, this setup also enables remote examinations to reach maximum clinic capacity.

> ***"The experience is mind-blowing for the patients. They always love it, especially the end comparison."***

A strong differentiation through innovation

For Dr Smedley, investing in technology is about more than improving efficiency; it is about showing patients that you care for their eye health and delivering an exceptional experience to them.

The key features highlighted by Dr Smedley are the immersive scenes and the final prescription comparison; they help patients better understand their vision correction and reinforce their confidence in the accuracy of prescription.

"At the end of the examination, they are very confident the prescription is accurate."

Dr Smedley highlights key principles: explaining what you do, communicating about innovation to create an emotional attachment with the practice, and showing care for eye health.

"Every week, patients tell me that they come to my practice because I have the latest technologies."





Immersive scenes displayed on the Vision-S® 700 refraction system for final comparison.

LEARN MORE

*The Vision-R® 800, high-resolution smart phoropter, performs refractions from traditional 0.25 D down to 0.01 D resolution in both sphere and cylinder.

The views and experiences expressed in this testimonial are those of Dr. Ryan Smedley, interviewed in June 2026, and based on his individual practice experience. Statements regarding workflow efficiency, patient throughput, patient satisfaction, and practice outcomes are based on individual experience and should not be interpreted as typical or guaranteed results.

ESSILOR INSTRUMENTS