

Does Better Patient Care Translate To More Practice Profitability?

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As eye care continues to evolve, advances in diagnostic testing, therapeutics and contact lenses continue to be the impetus for much of this change. This course will describe many new advancements and how they are helping us better care for our patients with a special emphasis on properly implementing them to ensure practice profitability.

Following this course attendees will:

1. Understand New Advancements in Eye Care Treatment
2. Understand how therapeutics is changing to improve patient care
3. Understand how diagnostic testing improves patient care
4. Understand the way that improving patient care can improve practice profitability

1. Overview of Eyecare Today
 - a. Private Practice
 - b. Revenue Break Down
 - i. Gross
 1. Services
 2. Products
 - ii. What does the average patients spend on Eyecare?
 - c. Medical Practice
 - d. Contact Lens Practice
 - e. Exam Practice
2. What do patients look for?
 - a. Examination set up
 - i. Cost
 - ii. Time Frame
 - iii. Service
 - b. Medical
 - i. Appointment opportunities
 - ii. Insurance clarification
3. Medical Optometry
 - a. Within the Exam
 - i. Patient Exam
 1. Review what you see
 2. Identify medical opportunities
 3. Educate patients
 - a. Discuss early signs
 - b. Discuss early symptoms
 4. Treat
4. Recent Advancements

- a. What do patients want to know
 - i. What is in it for me
 - ii. Will it help me now
 - iii. How will it help me later
 - iv. Is there a cost/benefit ratio
 - v. What's in it for the practice?
 - 1. Patients know when your trying to make money
- b. What are conditions that are often missed early?
 - i. Blepharitis/MGD
 - ii. Dry Eye
 - iii. Early Cataracts
 - iv. Contact Lens Intolerance
 - v. Diabetic Eye Disease
 - vi. Glaucoma
- c. What to look for and how to treat
 - i. Blepharitis/MGD
 - 1. Early detection
 - a. View from slit lamp
 - b. Understanding of symptoms
 - 2. Treatment
 - a. Treat Early
 - b. Recover Quickly
 - c. Equipment Advancements
 - ii. Dry Eye
 - 1. Early detection
 - a. View from slit lamp
 - b. Understanding of symptoms
 - 2. Treatment
 - a. Treat Early
 - b. Recover Quickly
 - iii. Early Cataracts
 - 1. Early detection
 - a. View from slit lamp
 - b. Understanding of symptoms
 - 2. Treatment
 - a. Treat Early
 - b. Discuss with the patients
 - c. Recommend Sun Glasses early
 - iv. Contact Lens Intolerance
 - 1. Early detection
 - a. View from slit lamp
 - b. Understanding of symptoms
 - c. History
 - i. What Lenses
 - ii. What Solution
 - iii. What is your compliance

- 2. Treatment
- v. Diabetic Eye Disease
 - 1. Early detection
 - a. View of Retina
 - 2. Co-Management
 - a. Equipment Advancements
 - 3. Treatment
- vi. Glaucoma
 - 1. Early Detection
 - a. Equipment Advancements
 - 2. Family History
 - 3. What Patients understand
- 5. Impact on Practice
 - a. Patients Perception
 - i. Increased Visits
 - b. Insurance Impact
 - c. Increased Revenue