



The ALLDOCS Newsletter

August 2004

Rx Therapeutics for Practice Growth

INSIDE:
2004
Membership
Application

2004 Meeting Theme: Improving Your Practice

Sessions focus on improving profitability and service



Dr. Fox

The Las Vegas backdrop to the 2004 ALLDocs annual meeting may be about high stakes and gambles, but the focus is on proven methods to improve the practice. Along with continuing education speakers and sessions with vendors, the meeting plan will focus heavily on ways to upgrade patients, build the practice and increase profits.

LensCrafters will present a session

on strategies to convert the price-shopper on the phone into a patient in the exam chair. A keynote speaker will talk about the advantages of medical billing. Another speaker, who specializes in selling, will share tips for upgrading patients. By popular request, **Bill Fox, O.D.**, will run a practice management session.

Meeting organizers also are looking

for practitioners who are willing to participate in an interactive session in which each speaker takes the floor for about 10 minutes to share a practice management strategy from his or her office. O.D.s who have implemented new strategies or have fine-tuned some element of their practice are encouraged to fax **Dr. Kerry Gelb** at 732.726.1735 to get on the schedule. ■

MEETING PLANNER

Sunday, October 17 – 2-6 p.m.: Alcon-sponsored COPE-approved CE course; 6-8:30 p.m.: Welcome reception

Monday, October 18 – All-day meeting, dinner at the hotel

Tuesday, October 19 – Morning meeting, golf tournament, dinner at the hotel

Wednesday, October 20 – All-day meeting, dinner on your own, really big show that night at 7:00

Thursday, October 21 – Morning meeting, departures

Meeting Starts with 4 Hours of Alcon-Sponsored CE

Leo Semes, O.D., Associate Professor of Optometry at University of Alabama Birmingham School of Optometry, will be presenting four hours of COPE-approved CE on Sunday, October 17, from 2-6 p.m. The courses, sponsored by Alcon, are:

- ◆ Glaucoma in Selected Populations (1 hr.) COPE #11362-GL
- ◆ Glaucoma Medications Update (2 hrs.) COPE #6996
- ◆ Evidence-based Approach to Ocular Surface Disease (1 hr.) COPE #9460-SD



Dr. Semes

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Glaucoma Management Helps Patient and Practice

Daraius A. Unwalla, O.D., Anandale, VA, finds that managing or co-managing glaucoma patients helps build a strong practice.

First and foremost, it helps the patient. Most patients would much prefer having their refractive and medical needs met at one location.

"It's much more of a unified eye care approach. We can take both the vision track and medical track at once," said Dr. Unwalla.

For many of his glaucoma patients, Dr. Unwalla prescribes TRAVATAN®. "It has a good safety profile, and the once-a-day dosing is critical to patient compliance," he said. The treatment and management



Dr. Unwalla

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Make Changes That Show Results

Steve Rosen, O.D., and Karen Rosen, O.D., took a new attitude in their Missouri practices, and it's been making a big difference. "We adopted a medical mode to our practice. We have gotten on many medical plans, like United Health Care and Blue Cross Blue Shield. We use 99000 codes as much as possible and bill insurance companies for appropriate services, like photos (we use the Optomap)



Drs. Karen and Steve Rosen

and fields. We have just added a GDx to one office now that we have the ability to bill more payers."

The results have been impressive. Average per-patient revenue went up 14 percent from 2002 to 2003. Mid-year, average per-patient revenue was already 16 percent higher than during the same period the year before. "This has occurred due to increased third-party billings," Dr. Steve Rosen said. ■

MEETING PLANNER

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Las Vegas Checklist

Want to attend the ALLDocs meeting in Las Vegas? Make sure you:

◆ Send in your ALLDocs membership form (inside) and dues if you aren't already a member.

◆ Call The Palms (866.725.6773) to reserve your room. Meeting starts 2 p.m. October 17 and ends Thursday morning, October 21.

◆ Mail in your registration form. If you haven't received one, send a note to PO Box 98770, Seattle, WA 98198. ■

Letter from the President



Dr. Gelb

Las Vegas is the place to be this October. We're pulling together a fabulous program with a strong practice management component. In order for us to prosper, we need to not only expand our base but also expand our services so we can serve our base better.

The annual meeting is a wonderful opportunity for new and experienced practitioners to share ideas, learn from each other and come back to our practices with new enthusiasm and a commitment to enhance our reputation and that of LensCrafters.

For those who have never been to an ALLDocs meeting, call a colleague who has. They'll tell you what they often tell me: it's the most valuable meeting of its kind. You'll spend the entire time talking with professionals who practice in a similar setting with similar challenges. You'll have the chance to meet with vendors in a more informal atmosphere than at a big show. Vendors have been known to unveil specific programs just for ALLDocs members at these meetings. Plus, it's fun. We'll be at a terrific hotel and play golf at a beautiful resort. You can't lose—it's like holding a royal flush.

Anyone with a special request for a topic or an interest in presenting a practice management tip at one of our sessions can fax me at: 732.726.1735. ■



Glaucoma

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of glaucoma patients is at least as important as making the initial diagnosis, he said. "If you can't get patients on a schedule of taking their medications, it's not effective. I tell patients this is almost like taking a vitamin pill at night. When patients comply, the treatment of the disease is at a higher level."

Because glaucoma patients come in at least two to four times a year, they also have a much stronger bond with the practice.

"They tend to stay with a practice where they're comfortable," he said. Providing a full range of services helps create that satisfaction. "From a practice management standpoint, managing or co-managing glaucoma patients is a good income generator because we are pricing our services at the proper level and we're held to a higher level in our patients' eyes."

Another benefit of working with glaucoma patients is "it's more challenging and more interesting work," said Dr. Unwalla. ■



The Medical Model

Do Glaucoma Patients—and Your Practice—a Favor

By **John Rumpakis, O.D., MBA.**

In earlier columns of “The Medical Model,” I discussed the benefit to the bottom line that comes with learning how to properly code services for the primary medical care we so often provide.



Dr. Rumpakis

Nowhere is that more readily apparent than with our glaucoma patients. Glaucoma patients will need management and treatment throughout their entire lives.

Therefore, from a purely economic perspective, the glaucoma patient can be considered to be an annuity to your practice, year after year. Plus, you’re doing these patients the favor of single-stop, full-service eye care.

Please keep in mind one simple fact. Providing both refractive and medical care are not mutually exclusive. You are entitled to and fully capable of performing both services. You are not giving up one to provide the other. While the actual amount of physician time spent is incrementally greater for the medical services, most of the actual testing can be delegated effectively to staff. Applying this same philosophy to the regular routine conditions seen by O.D.s every day, such as allergic or infective conjunctivitis, inflammatory keratitis, corneal foreign body removal and lash epilation, allows you to provide full-scope care to your patients.

Our scope of practice and prescriptive authority allows us to perform these services to our patients, and we should be their primary eye care provider. It is important to reinforce this with our patients as well. Something as simple as writing out a prescription for meds that they have to fill at the pharmacy rather than just giving the patient a sample can cement our role in their minds, as well as the general medical community. That act says that you are

CURRENT REFRACTIVE MODEL

| | |
|----------------------------------|-----------------|
| CPT Codes Used | |
| 92004 – Comp Evaluation | \$45.00 |
| 92015 – Refraction | \$25.00 |
| Spectacles – retail price | \$300.00 |
| Refer Patient Out | |

Total Revenues **\$370.00**

NEW MEDICAL MODEL

| | |
|--------------------------------------|------------------|
| CPT Codes Used | |
| 92004 – Comp Evaluation | \$128.81 |
| 92015 – Refraction | \$25.00 |
| 99214 – E/M EP Level 4 | \$83.01 |
| 92250 – Fundus Photography | \$84.51 |
| 92083 – Visual Fields | \$71.09 |
| 92020 – Gonioscopy | \$26.90 |
| 76514 – Ultrasonic Pachymetry | \$12.16 |
| 99213 – E/M EP Level 3 | \$53.09 |
| 92135-RT – Scanning Laser | \$43.95 |
| 92135-LT – Scanning Laser | \$43.95 |
| 92100 – Serial Tonometry | \$84.03 |
| 99213 – E/M EP Level 3 | \$53.09 |
| 99212 – E/M EP Level 2 | \$38.28 |
| 92100 – Serial Tonometry | \$84.03 |
| 99213 – E/M EP Level 3 | \$53.09 |
| 99213 – E/M EP Level 3 | \$53.09 |
| Spectacles | \$300.00 |
| Total Revenues | \$1238.08 |

* Medical model fees are based upon the 2004 Medicare reimbursement rates for Portland, OR.

their eye care provider rather than just where they get their glasses or contacts. Embrace our increased scope of practice, exercise your prescriptive authority and

provide the best care that you are capable of. You, your patients and your practice will benefit from providing this higher level of care. ■

Solution Choice Can Make a Difference

In the search for patient satisfaction, the choice of contact lens solution can be a factor. “The vast majority of contact lens problems are dryness-related,” said **Robert Rudman, O.D.**, Garden City, NY. “While most patients think all contact lens cleaning solutions are created equal, there are a lot of differences between them.”



Dr. Rudman

That’s why Dr. Rudman recommends his patients use OPTI-FREE® EXPRESS® MPDS NO-RUB Lasting Comfort Formula. “I tell patients that OPTI-FREE EXPRESS disinfects better and may give longer lasting comfort and less dryness at the end of the day,” he said.

OPTI-FREE EXPRESS has a comfort-enhancing ingredient, Tetronic 1304*, to

keep the surface of the lens wetter longer. Dr. Rudman asks contact lens patients how their lenses feel toward the end of the day. If they answer that lenses feel dry or scratchy, the problem is not necessarily with the lens itself, but with the solution.

Dr. Rudman discusses contact lens solution choices with new and returning patients. “I’ll bring patients out to the contact lens area and discuss with them and the contact lens technician what solutions we want to use. We’ll present a trial box of OPTI-FREE EXPRESS and a coupon toward their next purchase,” he said. It’s important for the O.D. to make that initial recommendation, he said. “The O.D. has a great role in influencing patients on solution choice,” he said. ■



*Registered trademark of BASF Corporation

Plan Your Putts

Golfers who want the lay of the land prior to the ALLDocs golf tournament can get a hole-by-hole description of the fabulous Sun Mountain course at Las Vegas Paiute Golf Resort. Visit the main web site: <http://www.lvpaiutegolf.com> and click on "Sun Mountain" as the golf course of choice. Each screen provides some insight into the hole, including tips on the safe shot and what to watch out for, a photo and a diagram.

Dr. Doug Kiefer says this course is his favorite in the area because of the spectacular desert setting. "Even the view from the clubhouse is worth the trip out there.



It's truly away from the craziness of the Strip," he said.

Along with the traditional tournament, organizers are arranging contest holes consisting of longest drive, longest putt, closest to the pin and straightest drive.

Golf Isn't Your Thing?

Non-golfer members are entitled to one complimentary spa service at the hotel (\$150 maximum value). You can make your spa reservation now through the hotel. ■

Alcon Supports Contact Lens & Eyecare Symposium

Alcon Laboratories is one of the Platinum Sponsors of the third annual Contact Lens & Eyecare Symposium to be held January 19-23 in San Diego. The meeting will include continuing education courses, practice growth sessions and serves as a showcase for new technology. O.D.s interested in learning more can visit the web site: www.cles.info or call toll-free 1.866.515.CLES. ■



ALLDocs Adds to the Jackpot

The first 60 ALLDocs members who register for the duration of the annual meeting at The Palms Casino Hotel in Las Vegas for the ALLDocs annual meeting (October 17-21) will get the first two nights paid for by ALLDocs. Attendance at all sessions is required in order to qualify for reimbursement. Reimbursements will be handled at the end of the meeting.



To make your reservations, call The Palms toll-free at 866.725.6773 and say you'll be with the Association of LensCrafters Leaseholding Doctors to ensure the specially-negotiated rate of \$109 per night (for stays starting Sunday). To register online, visit <http://www.palms.com> and from the "accommodations" link, you can reserve online, using the code AA1017C to get this rate.

The reimbursement offer by ALLDocs will not affect the rebate. If there is a rebate, it will be shared with members. ■

GUEST COLUMN FROM OSI

New Aspheric Lens Wins Rave Reviews

By Bob Scott, Director of National Accounts, Ocular Sciences

Since its July launch, the Versaflex Aspheric disposable contact lens from Ocular Sciences is winning over patients and LensCrafters Leaseholding Doctors' offices. It is the only disposable contact lens that adjusts for spherical aberrations in both the lens and the eye, resulting in sharper vision. The lens has a patented new edge design that is 20 percent thinner and rounder than the current edge.



Bob Scott



Dr. Verdane

According to **Frank Verdane, O.D.**, Garden City, NY, "I've already fit many patients with the new Versaflex Aspheric with good success. Patients have confirmed their acuity is much better and the comfort is great. In my opinion, the optics are superior with this new lens. I've encountered excellent responses from patients refit from the current Versaflex disposable and I'm actively refitting all my Acuvue and Acuvue 2 patients. I'm regularly seeing patients with a half diopter of cylinder seeing 20/20 in each eye and 20/15 OU, after being fit in this new product. For patients with more cylinder than this, I typically reach for the Versaflex Toric. I highly recommend both of these OSI products to my colleagues."

The Versaflex Aspheric is now available in the minus power range. Plus and 8.9 base curve parameters are scheduled to be added in the fall. Contact your Ocular Sciences Representative at 800.972.6724 for more information on Versaflex disposable contact lenses. ■