

The ALLDOCS Newsletter

Rx Therapeutics for Practice Growth

Expanding Horizons

Dr. Kiefer receives most prestigious award

Each year, Luxottica Retail bestows its most prestigious award—the Horizon Club—to LensCrafters affiliates who “reach past their horizons in job performance expectations, service to fellow associates, the community, family and the world.” This year, **Douglas Kiefer, O.D.**, was honored with the award just several weeks shy of embarking on his 15th Gift of Sight Mission. In December, he

headed to Ecuador for his first trip there.

These mission trips have provided Dr. Kiefer adventure and a sense of purpose. “I’ve been chased by orangutans in the rain forest of Borneo, ridden in a Jeep across the Moroccan desert where I saw camels run and taken a long ferry ride on the Ganges River in Bangladesh.” But mostly, it’s hard work, he said. “You run on adrena-

lin. We’re working for 12-14 hours a day. In some cases, I’m the only doctor this person has ever seen,” he added.



Dr. Kiefer

The combination of these patients’ gratitude and the camaraderie born of intense work with other volunteers can make the transition back to the U.S. practice jarring. “You’re going from a place where you’re giving people functional vision and coming back to our culture of ‘Hurry up, I need it now.’”

That’s not to say he feels his patients in Ft. Collins, CO, are any less deserving of his time and attention. Indeed, he’s grateful that

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Potent Medications Contribute to Success

When patients come in with an eye infection, they want relief. That’s why **Melanie Kiser, O.D.**, Memphis, TN, often reaches for TOBRADEX® with its potent anti-inflammatory and antibiotic components. “Pa-



Dr. Kiser

tients love it. They start to feel better immediately and, when they come back for a follow-up, they say I’ve cured them.” That’s good for her reputation and office flow because it

doesn’t require repeat visits to solve the problem.

Dr. Kiser said a full-scope therapeutic practice is a benefit for patients. “Patients don’t have time to go to two or three different doctors. It would be a real disservice, especially to the rural patients who fre-

quently have easier access to an O.D. than to a primary care physician or ophthalmologist.”

She says the therapeutics portion

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“The Best Meeting I Go to Every Year”

Steve Lutz, O.D., Ann Arbor, MI, attended the ALLDocs annual meeting in Las Vegas in October. “This is by far the best meeting I go to every year.” Dr. Lutz said this year’s meeting emphasis on medical billing versus a focus on refractive and optical served as a confir-



Dr. Lutz

mation of where he’d like his practice to go.

“There’s a lot of potential with our expanded scope of practice. Financially, it can be a lot more appealing. I’ve been looking at trying to expand my scope, but the meeting helped push me further

in that direction.” ■

Expanding Horizons

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the LensCrafters affiliation allows him the chance to serve these tremendously disparate needs. And

he said he appreciates that Luxottica Retail recognizes his efforts. "I commend LensCrafters for celebrating the people in the corporation this way."

During the award ceremony in

Cincinnati, Dr. Kiefer described the Gift of Sight executive team as "outstanding people who care about the people associated with the company." In fact, his only regret is that the award recognition doesn't trickle down to his staff. "If it wasn't for them, I wouldn't be getting the award. They make me look good." ■

Letter from the President



Dr. Gelb

We had an excellent turnout at our annual Association of LensCrafters Leaseholding Doctors meeting. More than 60 O.D.s who hold leases on nearly 200 offices attended the Oct. 17-21 meeting in Las Vegas.

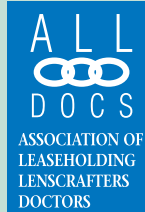
First come the acknowledgements. Special thanks go to our sponsors:

Alcon, which sponsors this newsletter and our annual meeting, also underwrote the CE offered by **Dr. Leo Semes**. We were pleased to meet **Rob Young**, Alcon's new director of National Accounts. CooperVision sponsored **Doug Olson** who spoke on business theories. We congratulate the company and Ocular Sciences on its merger and wish them luck. Bausch & Lomb's **Dr. Michael Pier** always gives an interesting lecture. Johnson & Johnson's new Director of Professional Affairs **Dr. Derrick Artis** shared industry insights and motivated us with his commitment to address our issues. CIBA Vision presented information on the benefits of high oxygen transmission in its contact lenses; Hydrogel Vision was there, as was AMO and Prio. Paragon and X-Cel presented a session on CRT; Art Optical presented information on their new multifocal lenses and Optos presented a session by **Dr. Bill Jones**, the well-known retinal optometrist. It was an honor to have such a distinguished presenter.

We put on a high-powered practice management program with keynote speaker **Randy Brooks** talking about medical billing, an area of tremendous interest to our doctors. In that same vein, I'm pleased to say **Dr. John Rumpakis** will be featured in this newsletter throughout next year as well, providing us with more information on the medical model.

I also want to thank LensCrafters for sending a well-recognized business lecturer to talk about medical selling and **Dr. Kerry Pearson** who spoke about selling consultative services. A hearty round of thanks goes to the ALLDocs members who worked to put this program together: **Dr. Bob Gander**, **Dr. Richard Hults**, **Dr. Doug Kiefer**, **Dr. Bill Fox** and **Dr. Bob Mulgrew**.

Finally, I'll refer you to **Bob Scott's** column on page 4 in which he outlines the reasons to become a member of the Association of LensCrafters Leaseholding Doctors. As an industry representative, he shows us clearly how vendors and ALLDocs members work together to make the organization and profession stronger and better. ■



Medications

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of the practice continues to grow as patients spread the word that she can prescribe medications. "They're pleased to learn they don't need to wait the three or four weeks it might take to get an appointment to see an ophthalmologist."

Dr. Kiser has been a LensCrafters leaseholder for 10 years, and this year made it to her first Association meeting. "I have three locations and it's been too difficult to find coverage." But now that she's been to an ALLDocs meeting, "I plan to make it an annual trip. It was so worthwhile." After speaking with a number of colleagues about the success they have had with increasing dilations, she and her staff have begun using the same approach. She's also considering adding an Optos retinal scanner. Both of these changes would help her build the therapeutics part of her practice, she said. ■

MEETING COVERAGE**Dr. Leo Semes Presents 4 Hours of CE**

An estimated more than 1 million Americans have undiagnosed glaucoma, making diagnosis and management of the disease one of the foremost responsibilities optometrists can shoulder. "You have to get the intraocular pressure (IOP) down and keep it down," said **Leo Semes, O.D.**, at the Association of LensCrafters Leaseholding Doctors annual meeting in Las Vegas. Dr. Semes, Associate Professor of Optometry at University of Alabama Birmingham School of Optometry, presented four hours of continuing education on glaucoma and ocular surface disease. The CE sessions were sponsored by Alcon.

In his session on glaucoma medications, Dr. Semes reviewed the clinical literature on the diagnosis and management of the disease. He discussed the historical as well as contemporary treatments, from beta blockers, alpha-adrenergic agonists,



Dr. Bill Fox (left) chatted with Alcon-sponsored lecturer Dr. Leo Semes, associate professor of optometry at the UAB School of Optometry, during the ALLDocs annual meeting in Las Vegas in October.

carbonic anhydrase inhibitors to prostaglandin analogues including Alcon's TRAVATAN®, which has been shown to provide more enduring IOP-lowering because it is the most potent FP receptor agonist. The medication also works particularly well with African American patients.

That point is of particular concern because the prevalence of primary open

angle glaucoma (POAG) is significantly higher among African Americans (approximately seven percent) than whites (1.9 percent) and Asians (0.58 percent). In addition, African Americans are typically younger and have more advanced disease than white patients at initial diagnosis, and glaucoma progression is more rapid in this population. Glaucoma is the major cause of blindness among African Americans. "Clinically relevant and statistically greater IOP lowering benefits were observed in black patients" using TRAVATAN, Dr. Semes said. In a nine-month study, more than 78 percent of patients overall responded to Travaprost 0.004% while only 63 percent had response (IOP < 20 mm) to Timolol 0.5%.

In his session on ocular surface disease, Dr. Semes discussed how tear film instability leads to ocular inflammation,

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The Medical Model

Making the Most of Every Visit

By John Rumpakis, O.D., M.B.A.

How busy a practice is should not be the only measure of efficiency. Profitability also must be part of the equation.

While these twin aspirations don't always follow a parallel path, they can for practices that have switched to medical billing for services.

A good example of how the medical model increases profitability for practices while improving satisfaction—and often reducing costs—for the patient is dry eye patients. In a practice where efficiency means moving these patients

through quickly, the refractive model calls for the exam, refractive Rx and samples of artificial tears. The medical model, however, could include evaluation and management follow-up visits and punctal occlusion. The differences: the practitioner following the medical model has truly solved the patient's problem—and provided hundreds of dollars worth of medical services—reimbursed by medical providers.

In terms of profitability, the effect is sizeable. Whether you're treating dry eye, glaucoma or allergy patients, on a dollar-per-hour basis, those visits are between four and seven times more

profitable than limiting a practice to routine eye care. In addition, they are not mutually exclusive as medical and refractive eye care services can be combined quite easily.

By correctly coding medical procedures, these practices have become much more efficient—particularly in the eyes of the patient who is no longer being referred for treatment elsewhere. So look and listen to the patient complaints you see and hear every day: red eye, dry eye, infection and glaucoma. You'll do your practice and your patients a tremendous service by moving toward a medical model. Understand the profitability of the services you provide and incorporate a full menu of services to your patients. They expect it of you.

It is the classic case of having our cake, and eating it, too. ■



Dr. Rumpakis

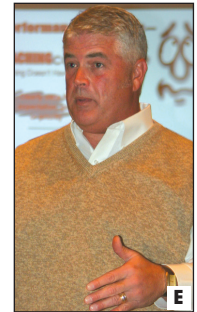
Gauge Your Value

Dr. Rumpakis returns in 2005 with strategies to help practitioners gauge their value and enhance their services. He'll also talk about the powerful "3 Rs" of successful optometry: recording, recommending and Rxing. ■

Meeting

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which is, in turn, a factor in dry eye disease. The inflammation might be caused by environmental factors such as wind or low humidity, or because of aging, menopause, wearing contact lenses or using certain topical ocular agents, the symptoms and clinical signs are the same. Dry eye symptoms include foreign body sensation, contact lens intolerance and general discomfort. Indeed, 65 percent of contact lens wearers report dry eye and 54 percent of former wearers stopped wearing lenses because of dry eye complaints. Among the treatment options, Dr. Semes talked about SYSTANE® Lubricant Eye Drops which has demonstrated a reduction in clinical signs of dry eye and, in comparisons with other drops, has shown a statistically significant reduction in morning dryness, end-of-day dryness and foreign body sensation. ■



A: Alcon's Rob Young (left), Dr. Leo Semes (center) and Alcon's Marv Morrison.

B: (left to right) From LensCrafters corporate headquarters, Dr. Eliot Grossman, Wally Lovejoy, Dr. Mark Jacquot and Bill DiGrezio were part of a question-and-answer panel discussion.

C: Dr. Frank Verdone, Dr. Jeff Hixenbaugh, Dr. Michael Dopkiss and Dr. Robert Rudman.

D: Dr. Dan Isaac and Dr. Steve Pinard.

E: Former football coach Doug Olson lectured on team-building.

GUEST COLUMN FROM OSI

The Benefits of Membership

By Bob Scott, Director of National Accounts, Ocular Sciences

First, let me take a moment to thank you for another outstanding growth year with OSI. Your support of OSI and the Versaflex Aspheric and Toric have been absolutely incredible and we are very appreciative of your business.

Having said that, let me ask if you've ever heard the popular advertisement for a credit card company that uses a tag line of "membership has its privileges?" Well, when I think about the ALLDocs Association of LensCrafters Leaseholding Doctors, I think this statement rings true. Just ask any of your colleagues who are members and have been to an annual ALLDocs meeting or two. OSI has been a longstanding sponsor of the ALLDocs group, and as an attendee of many meetings, the camaraderie of this group is second to none.

At the recent Ocular Sciences Focus Group conducted asked: "What part of the ALLDocs Meeting is the most important to you?" Interestingly, the top four answers were:

- *Getting ideas from my colleagues and the interaction of our group members*

- *Obtaining great practice management tips and business-building strategies*

- *Meeting and hearing from the reps and key executives from vendor-partners*

- *Getting valuable updates and interacting with LensCrafters management*

As a vendor-partner, I encourage every LensCrafters Leaseholding Doctor to join and attend the yearly meeting. You won't be disappointed, and the learning you take away will reward you with improved practice profits, better patient satisfaction, "inside" information and lifelong friendships with colleagues who understand your business.

The sponsors want to see the attendance improve every year because that's what makes our support possible. If you're not a member, please consider joining this premier group of your colleagues. You won't be disappointed and will find yourself wondering why you didn't join much earlier.

Membership has its privileges! ■



Bob Scott