

Rx Therapeutics for Practice Growth



Wake Up and Smell the Chicory

New Orleans meeting promises information, entertainment

It's not too late to be part of this year's ALLDocs annual meeting Sunday, October 16, to Thursday, October 20, in New Orleans. The theme of the meeting is Medical Model Optometry and Billing. The meeting will also provide many opportunities for ALLDocs members to share practice management strategies and clinical experiences in a relaxed setting.

LensCrafters leaseholders who have attended previous meetings say they offer a valuable experience. ALLDocs members praise the program, the relaxed atmosphere

and the chance to compare notes with other O.D.s in the same type of practice setting.



The 2005 annual meeting will be held at the Ritz Carlton in the French Quarter, and the association has reserved a block of rooms at the Maison Orleans, a boutique hotel adjacent to the Ritz. Reserve your room by calling 800.241.3333 and reference the ALLDocs group meeting. Meeting attendees will have access to a lobby at Maison Orleans that

offers continuous complimentary food and beverages, including alcohol. ■



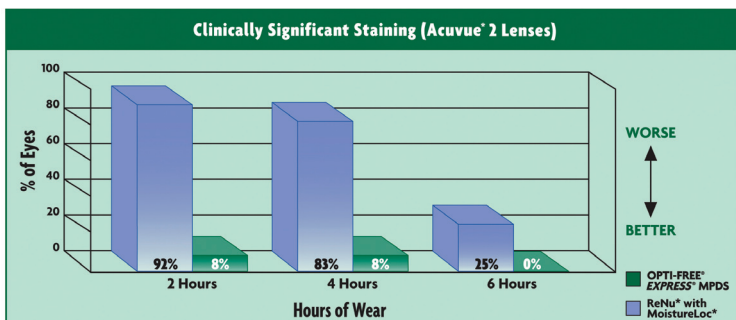
Seeing Green at ALLDocs Golf Tournament

Tee-time at the Tournament Players Club (TPC) of Louisiana is 1 p.m. on Sunday, October 16. The 18-hole, par 72 course designed by architect Pete Dye opened last year. To get a leg up on your competition, visit www.tpc.com/daily/louisiana/index.html for a course overview or a virtual tour of all 18 holes. Contact Dr. Bob Mulgrew at bob@drmulgrew.com to register or with questions. ■

Solutions Can Make the Difference in Silicone Hydrogel Success

With the introduction of new technologies in lenses, specifically silicone hydro-

gel lenses, it's becoming clear that not all solutions are compatible with all lenses. However, **Darek Huggett, O.D.**, Salem, OR,



A new study shows less corneal staining with OPTI-FREE[®] EXPRESS[®] MPDS than with ReNu[®] with MoistureLoc[®] on Acuvue 2 lenses**

*Trademarks of other corporations.
**Dassanayake N, Garofalo R, et al. Correlating biocide uptake and release profiles with corneal staining and subjective symptoms. Poster presented at ARVO, 2005.

O.D., Salem, OR, has found that OPTI-FREE[®] EXPRESS[®] MPDS is compatible with all lenses, including all silicone hydrogel lenses, a finding substantiated by several published clinical studies. "OPTI-FREE EXPRESS is

FDA-approved for silicone hydrogel lenses, and is significantly more effective in Group 4 lenses than competitive brands. Some of the silicone hydrogel lenses tend to wet better with the OPTI-FREE EXPRESS. It covers the lens better than the other multipurpose solutions," he says.

When Dr. Huggett refits a patient into a silicone hydrogel lens, he expects the patient will gain greater comfort due to the higher oxygen transmissibility. When patients say the lens isn't as comfortable as they expected, he asks,



Dr. Huggett

Continued on page 4

LensCrafters Team to Present at Annual Meeting

An executive team from LensCrafters will present a session at the ALLDocs meeting to update leaseholders on Luxottica corporate initiatives. **Florian Safner, O.D.**, Associate Vice President for LensCrafters, will be representing Optometric Relations; **Pam Garrett**, Associate Vice President for LensCrafters, will represent Operations; and **John Doran**, Director of Luxottica's Contact Lens Management Team and **Tom Kremer**, Senior Director of Optometric Services are expected to be there.

Dr. Safner says the agenda focus will be on strategic development of the LensCrafters Brand for 2006. Included in the agenda will be:

- ◆ An update on the integration of Cole Managed Vision into Eyemed.
- ◆ Contact lens e-commerce updates and discussion on what it means to leaseholding doctors.
- ◆ Total Recall update, including the plans for automating the system, which is already active in 120 locations and slated for broader rollout.
- ◆ Discussion of the future of the standard sublease (ODS) and expansion of the LensCrafters staffed (LCS) and the employment model for new store openings and conversions in 2006.
- ◆ Store expansion plans among all brands within Luxottica (LensCrafters, Pearle, Sears, Target and BJs).

- ◆ Cross-brand sublease and franchise options.
- ◆ Luxottica's developing partnership with the AOA & ASCO.
- ◆ Ideal Eyecare Experience program update.
- ◆ Luxottica's 2006 O.D. Meeting Plans: Continuing Education venues, OAC, Regional Summits.

Dr. Safner says, "We look forward to the opportunity to meet with the ALLDocs group to hear concerns and discuss Luxottica's strategic plan for 2006 as we continue our focus on becoming Retailer of the Century." ■

FROM THE PRESIDENT'S DESK

Le Bon Temps



Dr. Gelb

If you've never been to New Orleans, or if you've been looking for an excuse to return, let the ALLDocs annual meeting be your lure. Not only is the city vibrant and exciting and the accommodations luxurious, the theme of the meeting, **Medical Model Optometry and Billing**, is critically important to the profession.

Adopting the medical model is the key to our future success. Practitioners who provide full-scope optometric care, and who are reimbursed fully and fairly, will be doing their patients a tremendous service. Our practices will benefit. LensCrafters next door will benefit as well as these patients update their eyeglasses.

Many O.D.s who are starting to adopt the medical model can be intimidated by the idea. We understand that, and that's why our annual meeting is so important. For those of you who have decided you'll incorporate the medical model, this meeting is for you. Even if you come in knowing little about it, you'll leave ready to take action. For those of you who have begun implementing a medical model, the sessions will provide enough information to steer you further down that road. And for those of you who are experts, come help the rest of us! That's what being part of the Association of LensCrafters Leaseholders is all about—sharing our resources and brainpower to improve our practices, our services to patients and our relationship with LensCrafters.

On behalf of the board, we look forward to seeing you in New Orleans. *Laissez le bon temps rouler!* ■

Dr. Kerry Gelb



Dr. McGreal to Speak on Medical Coding

John A. McGreal Jr., O.D., will speak during the ALLDocs meeting at a session on medical coding and billing. Dr. McGreal is Associate Professor at the University of Missouri, St. Louis, School of Optometry where he teaches Ocular Pharmacology and Clinical Medicine. He is adjunct faculty at the University of California, Berkeley School of Optometry and the Pennsylvania College of Optometry. He is internationally recognized for his educational endeavors.



Dr. McGreal

In his course, he will review how to properly charge for services, evaluate your fee schedule, adequately document the medical record and reduce risk in an audit. Sample forms and case studies will be used for clinical correlation. This material can be put into practice the next day back in the office. ■

New Sponsor: Representatives from Essilor Contact Lens Division are looking forward to meeting ALLDocs members. The GP lens manufacturer will be featuring its specialty designs. This is Essilor Contact Lens Division's first time as an ALLDocs meeting sponsor. ■

IMPLEMENTING THE MEDICAL MODEL

Guide Patients with Your Recommendations

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

To meet and exceed patient expectations, professionals must communicate their recommendations. Recommending is one of the fundamental “R”s in eye care.

Consider what you expect from a visit to your doctor. If you’re going for routine care, you expect the physician to order or conduct whatever tests are necessary based upon your case history, presenting symptoms and clinical findings to uncover any condition. You expect an explanation of further testing. And you expect an explanation of when you should be seen for follow-up or your next routine visit, and why that interval is an important one.

If you visit a doctor because of a specific problem such as a bronchial infection, and if you’re like most patients, you probably don’t call the doctor right away believing that the condition may resolve itself. You wait to make the call until it’s clear the condition isn’t improving—and by then, you need an immediate resolution. Chances are, you’re quite compliant with the doctor’s recommendations. After all, you have concrete symptoms and discomfort for which you need relief. The more the doctor explains what he is doing and why he’s doing it, the higher your level of compliance.

Now apply your experience to your patients’ expectations. First and foremost, they are seeking your recommendation. Next to “thank you,” your most

powerful words are “I recommend.” For example, this recommendation is a powerful one that could keep the patient from self-managing. “For your allergic condition, I am recommending and prescribing a medication called PATANOL®, which I feel is best for addressing your condition. I want you to use one drop in the morning and one more drop at bedtime. I am going to set up a follow-up appointment in one week to assess how the medication is working. I know that you will be feeling much better by then, but it is important for me to see how your eyes are responding to the medication.”

This approach can even work with non-prescription solutions. Try this: “I know that there are a lot of choices for your contact lens solutions, but they are not created equally. I am recommending a specific solution called OPTI-FREE® because it is the best solution matched to your contact lenses. It also has some of the best disinfection properties of any solution on the market.”

The key is communicating not just the recommendation but the reasons why you make it. Follow through by writing your recommendation in the form of a prescription, even if it’s an OTC product. The Rx pad carries great significance. By communicating and reinforcing your recommendations, you will be on your way to better patient satisfaction, better patient compliance and ultimately higher practice profitability. See you next quarter! ■



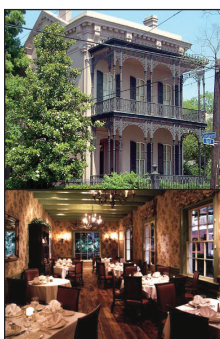
Dr. Rumpakis

Tentative Meeting Agenda

Sunday, October 16

- ◆ 1 p.m. - Golf tee-time
- ◆ 7-10 p.m. - Welcome reception

Monday, October 17



- ◆ Panel discussion
- ◆ Practice management session
- ◆ Vendor presentations
- ◆ Special activity for Spouses/Guests: Garden District Tour
- ◆ Dinner at Broussard’s

Tuesday, October 18

- ◆ Medical billing seminar with **Dr. John Rumpakis** and **Dr. Walt West**
- Sponsored by Alcon; CE available
- ◆ Vendor presentations
- ◆ Dinner at Arnaud’s



Wednesday, October 19

- ◆ Medical billing seminar with **Dr. John McGreal**
- ◆ Group discussion on medical billing
- ◆ Lunchtime Spouse/Guest activity
- ◆ Vendor presentations

Meeting Registration Information

Dates: October 16-20, 2005

Place: Maison Orleans/
Ritz Carlton in New Orleans

Reserve by calling 800.241.3333
and reference the ALLDocs
group meeting

- ◆ Evening: A surprise! Get ready for a real New Orleans treat.

Thursday, October 20

- ◆ LensCrafters executive team presentation
- ◆ Vendor presentations
- ◆ Departures at 3 p.m. ■

GUEST COLUMN FROM COOPERVISION

'Go Ahead, Make My Day'

By Bob Scott, Senior Director of National Accounts

Clint Eastwood's famous line in the movie *Dirty Harry*—which became synonymous with "give me an excuse to do something I really want to do"—applies to our plan to reward you with a polo shirt that sports the CooperVision name and logo. So, "Go ahead, make my day." Fill out the marketing survey inserted into this issue and CooperVision will send you that polo shirt.

As you do so, please recognize that it is another piece of strong evidence of our commitment to ALLDocs, for which we are pleased to announce that we are the Title Sponsor of this year's annual ALLDocs meeting in New Orleans in October.

We'll use your survey input to help guide our decisions regarding future ALLDocs participation and programs. For example, if a large percentage of you report that you are motivated to do more business with CooperVision as a result of our vacation trip incentives, we want to know.

We invest sizable sums in contact lens market research. What this survey allows us to do is compare ALLDocs as a subset of the market. For example, do ALLDocs practices have different prescribing patterns

than the market as a whole? How you rank your biggest practice challenges will also allow us to develop programs that aim to help you address those challenges.

Market research guides the industry. Market research also gives us the big picture as well as the micro view. Understanding your prescribing habits and product preferences helps all manufacturers invest time and re-



Bob Scott

sources. If the retail end of the contact lens market is increasing at the expense of the private O.D. share, that trend data allows us to make key decisions. In brief, market data—the kind we're seeking to generate from you—helps us identify opportunities and challenges.

So go ahead, make my day! Take a few minutes to respond to survey questions 1-19. Take a few more when you get to question 20, which asks for suggestions on how we can improve our partnership with you and your practice. Then fax it back or drop it in an envelope and mail it. And don't forget to mark your shirt size!

Thanks for your support of CooperVision! ■

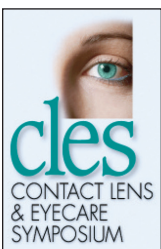


Solutions

Continued from page 1

"Are you using the OPTI-FREE brand that I provided?" If the patient is using whatever solution they had at home or has purchased a different brand, that solution can often be the problem. That's true for other soft contact lens patients as well. "I've found that changing a patient's solution is often the key." ■

Alcon Sponsors CLES Meeting



Alcon is a Silver Sponsor of the CLES meeting in Orlando, January 11-15, 2006. Advance your contact lens practice. Visit www.cles.info for more information. ■

Relief from Dry Eyes

"Dry eye is becoming a growing problem" for patients between 47 and 67 in Dr. Huggett's practice. "I had tried every brand of artificial tear and found that SYSTANE® seems to help out more effectively. Now it's the first product I use."

If a patient shows or complains of dry eye symptoms, he'll provide a bottle of SYSTANE and instruct the patient to use it four times a day and return the following week. At that time he'll do a complete work up to determine the severity of the dry eye and possible causes. "In many cases, the SYSTANE does the trick. If it doesn't, then I know to continue with another regimen, such as

punctal plugs, anti-inflammatory drugs, oral doxycycline and or omega-3 fatty acid supplementation."

Dry eye is a medical condition covered by medical insurance carriers. Dr. Huggett typically sees these patients every three to six months depending on the severity. "It's important to let patients know that dry eye is a medical condition that needs to be treated. SYSTANE is an important part of the treatment, either by itself or as an additive to other treatments," he says.

"It's the least expensive and easiest for patients compared to many of the other options. And so often, it relieves the effects and symptomology of the problem entirely," he says. ■

