

ALLDocs Meeting Revolutionizes Practice

O.D. sets new practice goals after each ALLDocs meeting

Mike Hooks, O.D., returns to his Birmingham, AL, practice after each ALLDocs annual meeting with new confidence about medical billing.

He was curious to see if the 2006 meeting in Mexico could impact his practice as much as the 2005 meeting had—and he wasn't disappointed. "This year, the meeting was more about employing the diagnostic instrumentation, such as corneal topography and pachym-

etry. When I came back from this meeting, the first thing I did was buy new instruments. The reason I didn't have them before was because I didn't see how they would pay for themselves. Now I know what to bill and how to bill. I can see they'll pay for themselves and allow me to provide better eye care," he says.

The meetings have provided Dr. Hooks the opportunity to shift from doing



Dr. Hooks and his wife at the ALLDocs annual meeting

very little medical model optometry to developing a more robust practice. Before the 2005 meeting, at which attendees were instructed on how to implement the medical model, Dr. Hooks had been doing it on a limited basis, 'but with little understanding of the

documentation required and no clue how to implement the medical model in my offices. I was under-coding, miscoding and

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Scottsdale Site for 2007 Meeting

The 2007 ALLDocs annual meeting will be held from October 14 through October 18 at the Fairmont Scottsdale Princess.

A theme of the meeting is "The Office of the Future." Make your reservations by calling 800.441.1414 or 800.344.4758 and ask for the special ALLDocs Group negotiated rate.



Visit www.alldocsod.com for more information about the 2007 annual meeting. ■

CE Sessions Provide Strong Base

The 2006 annual meeting included 10 hours of CE.

Murray Fingeret, O.D.



Dr. Fingeret

F.A.A.O., New York, NY, presented four of those hours with "New Horizons in Glaucoma." The session was sponsored by Alcon.

Dr. Fingeret discussed evolutions in diagnosing and managing glaucoma patients.

Detecting and documenting the optic nerve structure is or should be part of the routine diagnostic examination for glaucoma, he says. Imaging, which has been reimbursable for eight

years, complements other portions of the examination.

While the instrumentation has undergone technical advances, so have medications, he *Cont'd on page 2*



CE included lectures and labs.

CE Sessions

Continued from page 1

says. For example, he cited Alcon's introduction of TRAVATAN® Z, the BAK-free solution that provides effective IOP lowering without potential side effects of the preservative.

Kerry Gelb, O.D., Woodbridge, NJ, presented another six hours of CE on the medical model. He was as-

sisted in the procedure training labs by **Dale Stein, O.D.**, with four offices in southern New Jersey; **Brian Berliner, O.D.**, Huntington, NY; **Jeff Case**, Freehold, NJ; **Curt Mas-sengale, O.D.**, Oklahoma City; and **Jonathan Schonfeld**, Middleburg Heights, OH, all ALLDocs O.D.s. **Carl Gaterbaum, O.D.**, Orlando, FL, also helped teach the group.

Dr. Stein described the session as

a "comprehensive, soup-to-nuts session on medical eye diseases and what diagnosis codes fit what procedures." Dr. Stein says he and his practice partner **Wayne Goldschneider, O.D.**, will "be stepping up our efforts to become more involved in the medical model in 2007."

Bill Fox, O.D., with four offices in North Carolina, says he, too, will become more involved in medical billing. "I had heard Dr. Gelb's presentation to the ALLDocs board last February, and that propelled me into the medical model. His session in Mexico was one of the best presentations on the topic I've ever attended. It was concise, and he walked us through the everyday kinds of things we see in our practices. It has given me the confidence and knowledge I need to move ahead," he says.

Dr. Fox adds that medical model optometry can be adapted according to the O.D.s' comfort level. "You can wade in step by step, or you can plunge right in. That's the interesting part of it."

Medical Billing Session CD Sales Help ALLDocs

ALLDocs members may purchase a CD of the medical billing and coding seminar presented by Dr. Gelb. The \$75 fee is deposited directly into the ALLDocs account, where it will be used to further the goals of the organization.

Interested O.D.s can send a \$75 check, made out to ALLDocs, to Fox Eyecare Group, FU 2001, 5959 Triangle Town Blvd., Raleigh, NC 27616.

ALLDocs members can send their \$125 annual dues to the same address. ■

FROM THE PRESIDENT'S DESK

Gracias for Making Mexico Trip Such a Success



Dr. Gelb

Amid the Mayan Ruins near Playa del Carmen—where ALLDocs had its annual meeting in November—the sense of history is strong. And while the ALLDocs' history is not as storied, it, too, is a strong one. Each year, we build on the foundation of a strong business model and look for ways to make it better. Each year, O.D.s from around the country come to share their best business strategies.

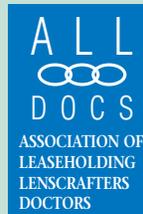
The attractions near this Mexican resort area were many—an amazing water park, the beautiful beaches—but the attraction of the meeting itself continues to be the people who come. This year, our CE offerings and wet labs helped O.D.s gain the confidence to layer new testing and treatment options into their practices. The result will be a stronger force of LensCrafters-affiliated O.D.s, providing a professional boost to our individual practices, LensCrafters and optometry in general.

Several ALLDocs members worked long and hard to make this meeting successful. **Richard Hults, O.D.**, spent hours planning and seeing to the details. He is the reason it all went so smoothly. **Bill Fox, O.D.**, **Doug Kiefer, O.D.**, and **Bob Mulgrew, O.D.**, also pitched in with preparations. And **Steve Rosen, O.D.**, served as our official function photographer.

Finally, special thanks go to our vendor partners, especially Alcon and CooperVision, our Title Sponsors. Alcon's **Ed Zajac** truly went beyond the call of duty, helping set up CE courses and troubleshooting the AV system. He worked from morning to night to pitch in where needed. CooperVision's **Bob Scott** and **Harv Sylvan, O.D.**, also helped wherever they could, and have been continuously supportive of the ALLDocs group.

Our Gold Sponsors were AMO, Bausch & Lomb, CIBA Vision and Vistakon. Our Bronze Sponsors were ABB Optical, Art Optical, Essilor of America, Optos, Paragon/X-Cel, Prio, Topcon and ZeaVision. ■

Kerry Gelb, O.D.
drkmg@comcast.net



Annual membership of \$125 is due. Please make your check out to ALLDocs and mail it to Fox Eyecare Group, FU 2001, 5959 Triangle Town Blvd., Raleigh, NC 27616. You can download the membership form from www.alldocsod.com.

Friends, Fun and Information at ALLDocs Meeting

Judi Schaffer, O.D., Ft. Lauderdale, FL, enjoys attending the ALLDocs annual meeting because it's a chance to reconnect with her O.D. friends. "I used to work in New York in the same location as **Dr. Brian Berliner**. So it's great to see him every year," she says. She's always impressed by the collegiality of the group. "Everyone is always so willing to share success stories and help fellow O.D.s and friends."

Dr. Schaffer says she appreciated the addition of wet labs to this year's lineup. "It was beneficial to get hands-on practical experience in performing certain procedures (gonioscopy, punctal



Dr. Schaffer met Roger Gagnon, O.D., Portland, ME, at the ALLDocs meeting.

plugs, fundus photography, for example). In addition, the vendors were guaranteed time with each O.D. There was a huge turnout by the vendors with special pricing promotions on prod-

ucts." LensCrafters corporate representatives also attended, and she says she appreciated the time and energy they put into sharing new ideas.

"There was a lot of focus on the medical model of eye care and on creating a seamless experience for the patient. LensCrafters and its O.D.s are always striving to be better and investing in the newest technology. The core values emphasize the patient is #1."

Finally, the locale was a hit—as was the fact that free time was built into the schedule. "I was able to go snorkeling and actually saw a stingray. Some people swam with the dolphins," she says. ■

GUEST COLUMN FROM COOPERVISION

ALLDocs Survey Offers Insight

By Bob Scott, Senior Director of National Accounts

Just before the ALLDocs annual meeting in Mexico, we sent members a survey asking for opinions and feedback on the soft contact lens business and CooperVision. Thanks for this valuable feedback! I am very pleased to report that service levels are back to normal. The integration of the OSI and CooperVision Distribution Centers is complete. We truly appreciate the patience you showed while we made this transition to newer and better service facilities.

Let me share some of what you and your colleagues told us in the survey.

- ◆ We had a response rate of 28 percent.
- ◆ The replacement modality of choice for four percent is daily disposable lenses; 39 percent prefer 2-week lenses, and 57 percent prefer monthly lenses.
- ◆ Among respondents, a plurality of you choose CooperVision as your leading supplier (38 percent). That led CIBA Vision (23 percent), Vistakon (22 percent) and Bausch & Lomb (18 percent). Thank you.
- ◆ The integration of Cooper and OSI had little or no impact on prescribing decisions of 89 percent of respondents. The remaining group asked for improvement in shipping levels.
- ◆ More than 47 percent of you said that silicone hydrogel lenses were playing a major role in your practice prescribing. You also responded that O₂OPTIX

and OASYS were the two top lenses being prescribed in your offices.

◆ Finally, you told us that bringing our silicone hydrogel lens to your offices and improving service levels were the things we could do better for you.

We deeply appreciate your support of our proven products that offer your patients the best in comfort and offer you the best in practice profitability. Visit the ALLDocs web site sponsored by Alcon and

CooperVision at www.alldocsod.com and click onto the CooperVision web site for valuable information and updates on our exciting new initiatives.

Finally, I can tell you that CooperVision has a very robust pipeline of line extensions for existing products and for new lens designs and materials. We will be introducing these to you in what promises to be a very exciting 2007.

Thanks for making CooperVision the #1 company for specialty lenses in the market and most importantly, for your continued loyalty!

To learn more about the Proclear® Multifocal Toric, Proclear® Toric XR, Biomedics® EP, Proclear® 1 Day, and other new products, send an e-mail with your name and phone number to gbradley@coopervision.com. CooperVision will send you information and follow up with a phone call to answer your questions. ■



Bob Scott



SEE BEYOND THE ORDINARY™

Glaucoma Patients and the Medical Model

Here's how to incorporate glaucoma diagnosis and treatment into your practice

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



Dr. Rumpakis

The diagnosis and treatment of glaucoma represents a valuable annuity to a practice. Many of the most exciting emergent technologies today in the eye care arena deal

specifically with the diagnosis, treatment and management of glaucoma. As an example, Alcon Laboratories just released TRAVATAN® Z Solution, the first and only IOP-lowering PGA medication without BAK.

Let's examine a typical care profile/protocol for a glaucoma patient and the total financial impact. Remember that your medical record must reflect the medical necessity for the level of visit billed and test ordered. Base your office visit code and ordered tests upon the presentation of the individual patient and the specific needs to be managed correctly. Calculate the impact for your practice.

Initial Visit

Tests Performed	CPT Codes Used
Comprehensive Ophthalmological Evaluation	92004
Refraction	92015

Once a diagnosis of glaucoma or glaucoma suspect has been made, schedule a follow-up evaluation.

Second Visit

Tests Performed	CPT Codes Used
E/M Level 4, Established	99214
Fundus Photography with Interpretation & Report	92250
Gonioscopy	92020
Threshold Visual Fields	92083
Corneal Pachymetry	76514

The third visit can be used for the following tests:

Tests Performed	CPT Codes Used
E/M Level 3, Established	99213
Diagnostic Digital Imaging	92135-RT
Diagnostic Digital Imaging	92135-LT
Serial Tonometry	92100

At this point, confirm the diagnosis with the patient and discuss treatment as well as consequences of not treating. Select and provide a sample of the medications, review their use and schedule a follow-up appointment one week later. The fourth visit will be an E/M Level 3, Established, billing using CPT Code 99213.

A fifth visit, at about the three-month interval, would include educat-

ing the patient on the importance of maintaining IOP stability through compliant use of the medication. Bill as E/M Level 3, Established. If doing serial tonometry, bill using CPT Code 92100.

Have the patient return every three months for the rest of the first year—a sixth and seventh visit. These, too, would be billed using CPT Code 99213, for E/M Level 3, Established.

These seven visits complete the patient's first year of care and represent about \$1,000 in revenue for the first year of care—for professional services only. Optical goods are not included. The services needed to prescribe those are separate, refractive services for which you are entitled payment as well. Providing refractive and medical care is not mutually exclusive.

Reinforce your enhanced role by actions as simple as writing a prescription for meds that patients have to fill at the pharmacy rather than just giving them a sample. Embrace optometry's increased scope of practice, exercise your prescriptive authority and provide the best care that you can. Both you and your patients will benefit from providing this higher level of care. ■

ALLDocs Meeting

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practicing afraid," he says. But the in-depth focus of the meeting provided the reinforcement he needed. "I came back completely understanding medical billing," he says.

The practice changed its office forms and billing procedures to bill medical insurance for appropriate services. "It's not that we're



Dr. Hooks prescribes TRAVATAN® and TRAVATAN® Z for his glaucoma patients.

doing more testing; we're just being paid for it appropriately," he says. As a result, in one year, the practice grossed \$150,000 more than the year before. That has allowed Dr. Hooks to provide more O.D. coverage, which, in turn, has created more revenue and greater convenience for patients.

Dr. Hooks expects that 2007 could see a similar upward trend—thanks to what he learns at ALLDocs meetings. ■

New Officers Elected

Dale Stein, O.D., and Jack McIntyre, O.D., were elected to the ALLDocs Board of Directors replacing **Bob Gander, O.D.**, and **Bob Mulgrew, O.D.**, whose terms are completed. **Steve Lutz, O.D.**, is designated as an alternate to step in if another board member cannot complete his term. Board member **Bill Fox, O.D.**, is now treasurer. ■