

Eight years ago, **John R. Smith, O.D.**, Elyria, OH, was getting frustrated culling the patient information he wanted from his record system. Knowing a little about writing code for his Mac system, he decided to write his own electronic medical record (EMR) program. He's been using it for about eight years now, during which he has updated it twice. He lists the reasons why going paperless has made a huge difference in the way he practices.

◆ The amount of time searching for patient records "goes to zero. I have access to information about a patient from anywhere—in the office or at my home—at the click of a button," he says. In the course of a day, not having to pull paper records for every patient or in response to phone calls from patients saves a tremendous amount of time.

◆ The exam room process is more efficient. "It's so easy and quick to enter exam data. For a rou-



Dr. Smith

tine exam, it takes about 30-60 seconds to enter data. Entering my findings when the exam shows something significant is also much faster than writing on a paper record," he says. And with typed records, people can avoid "trying to decipher messy chicken scratch," he adds. There's a computer in each room of the office.

- ◆ The EMR eases the medical

billing process. Dr. Smith uses a third party to submit his claims electronically, but he also uses billing and coding software that confirms that he's using the right codes. "After a month or two of double-checking the codes, I feel confident. But the software can help you get started with medical billing, especially with the most intimidating codes," he says.

Dr. Smith does not sell his EMR system currently, but is being

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See You in Arizona



There's still time to register for the ALLDocs annual meeting, Oct. 14-18 at the Fairmont Scottsdale Princess. For updated meeting information and the most current meeting agenda, visit alldocsod.com.

Read the Box

Yearly Visits Keep Patients Current

Almost all O.D.s would agree that contact lens wearers should be seen at least annually. In my practice, we require all contact lens patients be seen at least once a year before obtaining more contact lenses. This schedule allows us to update lens materials or designs. With today's rapidly evolving technology, it's our goal to make sure our patients are in the most advanced and comfortable lenses compared to what they were wearing only a year ago.

"I think it is helpful when any company associated with contact lenses takes the initiative to educate their consumers about the importance of regular, routine eye care. I applaud Alcon for its proactive message to its consumers."



**Sid Morse, O.D.
Asheville, NC**

Alcon Takes the Lead

Alcon's initiative to encourage annual exams on its packaging reinforces its commitment to eye health and optometry. Alcon continues to be optometry's preeminent partner in maintaining eye health."

**Richard E. Hults, O.D.
Four offices in Ohio**



Dr. Hults

Office of the Future

In keeping with the theme of the 2007 ALLDocs annual meeting to be held in Scottsdale, AZ, from Oct. 14-18, several ALLDocs members contributed their visions of the office of the future.



Fashion and Function

Judi Schaffer, O.D.
Ft. Lauderdale, FL

Dr. Schaffer

"In the future I envision that my patients will make their appointment,

update their patient history and submit for authorization prior to their exam. All of this will be done on the Internet. Once patients arrive, they will use our touch screen kiosk to check in.

"While they are waiting to be pre-tested, our fashion models will be serving their choice of green tea, bottled water or cappuccino. The models naturally will be wearing the latest styles in glasses, sunglasses and clothing all from

Milan—emphasizing our trend-setting sophisticated style. Fashion for all ages will dominate the office, as well as multiple pairs of eyewear for all occasions.

"The exam equipment is the latest, greatest high-tech available. My retinal camera is linked to my nearby retina specialist's office. We are able to discuss any patient concerns on line immediately. The same holds true for refractive surgery consults. Everything can be expedited with my new wireless office.

"The contact lens industry is booming! Everyone realizes the importance of owning both glasses and contact lenses, not choosing one or the other. I am now reaping the benefits of our total recall system. Pre-appointing patients has enabled me to add a second doctor daily as we are booked solid far in advance."

FROM THE PRESIDENT'S DESK

Why Annual?



Dr. Gelb

The ALLDocs annual meeting, to be held Oct. 14-18 in Scottsdale, AZ, is shaping up to be our best yet. Many O.D.s tell me it's the one meeting each year they don't want to miss. It has become an annual tradition.

Indeed, most major meetings are held once a year because a lot can happen in that time. As soon as we leave one of these meetings, we mark our calendars for the next one.

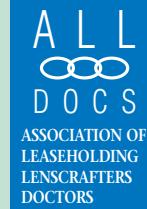
In the same regard, our patients' visits to our offices should be an annual tradition—for the very same reason. A lot can happen to a patient's eye health and refractive condition in a year. We've all heard of or seen first-hand the surprise finding of a potentially life-threatening or sight-threatening condition in an asymptomatic patient during an eye exam.

As LensCrafters leaseholding O.D.s, we want to help lead the initiative toward annual eye exams. We have tremendous support—both from Luxottica Retail, which is developing its own campaign to promote annual eye exams, and from our vendor partner Alcon.

Alcon is ahead of the curve with its new labeling on the OPTI-FREE® RepleniSH® care kits. The boxes say, "See Your Doctor Yearly For Healthy Vision." These kits present us and our staff with a tremendous opportunity to reinforce this important message. Experience has shown us that we need to see patients annually to evaluate their eye health and ensure that they're being fit with the best contact lenses and eyeglasses available to them. New products arrive on the market regularly.

Just as I hope to see you all at the ALLDocs annual meeting, I encourage you to emphasize to your patients that annual exams are important. ■

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



Future Starts Today

Dale Stein, O.D., and Wayne Goldschneider, O.D.
Practice partners with four offices in southern New Jersey

As our scope of practice expands, as information technologies widen, as new requirements take shape and as diagnostic instrumentation technologies become available, it becomes imperative that each of us views the office of the future in the here and now. Legislation recently

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GUEST COLUMN FROM COOPERVISION



Dr. Sylvan

By Harvard Sylvan, O.D.
Director, Professional Development,
CooperVision, Inc.

Biofinity™, the third generation silicone hydrogel lens, was released to a limited group of doctors (many of whom belong to ALLDocs)

at the end of June. Years of R&D resulted in the development of an entirely new silicone macromer. Designed with patented Aquaform™ technology, which creates strong hydrogen bonding with water molecules, Biofinity's unique lens material (comfilcon A) offers high water content, low modulus and high oxygen transmissibility.

Biofinity, while possessing a high Dk/t of 160, has the highest water content (48 percent) of any silicone hydrogel lens. In addition, Biofinity has a low wetting angle. Comfilcon A is naturally wettable and resistant to deposits so it needs no surface treatments or internal wetting agents. A rounded edge promotes additional comfort, and the front surface aspheric design improves acuity in low-light conditions by correcting for spherical aberration.

Here's what doctors are saying about their early experiences with the lens:

"CooperVision has hit a home run. The Biofinity lens has great comfort, excellent optics, and it is easy to handle and fit. This silicone hydrogel was worth waiting for. Patient feedback has exceeded my expectations. Biofinity may have been the most recent silicone hydrogel to reach the market, but it is certainly looking like the best product."

Kerry Gelb, O.D., Woodbridge, NJ

"The Biofinity lens is the best contact lens that has

Biofinity™ Release Is Huge Success

ever entered the marketplace. It is soft and spongy like the older HEMA lenses, with the high oxygen flow and wettability of a silicone lens. The fact that it is inherently wettable and doesn't need an added wetting agent or surface treatment to moisten it makes it superior to other available silicone hydrogel lenses. Wetting agents attract protein deposits; Biofinity stays clean. I tell patients, 'You are now wearing the finest contact lens that has ever existed.'"

Steven Lutz, O.D., Ann Arbor, MI



Dr. Lutz



Dr. McIntyre

"The doctors and contact lens staff have been thrilled with the patient reaction to the new Biofinity lens. The comfort and vision are wonderful, and with the high Dk, it is a lens that we are fitting on more and more patients. The drop-out rate with contact lens patients is way too high due to end-of-day dryness; the Biofinity lens gives our patients

the comfort they need to get through their days with a minimum of dryness."

Jack McIntyre, O.D., Corpus Christi, TX

In a few months as production increases, all LensCrafters leaseholder offices should have this exciting new lens. Please contact your area sales manager or Bob Scott (bscott@coopervision.com) for more information. ■

Paperless

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pushed by several friends to do so; providing tech support for other doctors seems daunting. But he does suggest that O.D.s who are not yet paperless should look into a system soon. His advice: Make sure the system you're buying allows you an out. "If you don't like it or want to switch down the road, you should be able to do that," he says. It's a dynamic field, and EMR systems continue to improve, he adds. ■

Emphasizing Annual Visits

Dr. John Smith is a big fan of Alcon's message, "See Your Doctor Yearly For Healthy Vision."

"I used to do two-year recalls, but no longer," he says. He remembers a patient whose retinal exam image looked clear one year, "and the next year there was a melanoma. We've seen a number of instances of that kind of thing, especially once we added the retinal imaging," he says. ■

Office of the Future

Continued from page 2

passed that allows New Jersey O.D.s to prescribe oral medications. Electronic medical records will become mandatory by 2014. Not only will electronic data lead to greater ease of documentation, eliminating paper records will free space needed for diagnostic instrumentation.

"In order to give our patients state-of-the-art eye care, we must utilize state-of-the-art equipment. Over the past five years, in our busiest office we have purchased an Optos Panoramic Scanning Laser Ophthalmoscope, a Zeiss OCT instrument, and a ZeaVision Macular Pigment Optical Density measuring device. In that same time frame, we have pur-

chased DGH pachymeters in all of our offices. These instruments allow us as practitioners to provide our patients with the most up-to-date care regarding retinal evaluation, glaucoma diagnosis and management, and education, prevention and management of macular degeneration."

—Dr. Stein

"Realize the economic impact of ancillary testing, especially that which is not reimbursable by insurance—such as the optomap Retinal Exam and ZeaVision. The ability to provide our patients with cutting-edge diagnostic technology for which they pay out-of-pocket has a profound impact on the bottom line. Patients are becoming more aware of the impact of staying well and preventing disease."

"The well-informed patient will demand the latest technology, and this will set apart the practices that are able to provide for their patients' needs at the highest level."

—Dr.
Goldschneider

Drs. Stein and
Goldschneider's
Preferred Rx's



IMPLEMENTING THE MEDICAL MODEL

The Importance of Annual Visits

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

Proactive - (Adverb) - "controlling a situation by causing something to happen rather than waiting to respond to it after it happens..."

In previous issues of *The ALLDocs Newsletter*, we have discussed the ABCs of the Total Patient Care Model—with an emphasis on “total.” Patients come to optometry offices nationwide for care—total care that encompasses not only their refractive needs but also their overall eye health. So many times when discussing the Medical Model, the impression is that the traditional foundation of refractive care is cast aside. That makes it somewhat difficult for optometrists to figure out how to incorporate medical and refractive services together. It’s important to remember the two are not exclusive, but complementary. The annual refractive examination is the driver for many of the patients who require medical eye care.

Have you noticed how Alcon Laboratories has taken a proactive first step industry-wide on our collective behalf? The new labeling on their OPTI-FREE® RepleniSH® MPDS states, “See Your Doctor Yearly For Healthy Vision.” It’s a continual reminder to patients that regular annual visits to the doctor are imperative for healthy vision. When you prescribe a contact lens system—a biocompatible combination of contact lenses and solutions for your patients—being proactive can have a much more far-reaching message.

Annuity patients, those who return each year for

regular routine care, are the most likely to return for both primary and secondary care if they know you offer it. It sounds so simple, but how many patients have told you they’ve been to the ophthalmologist or emergency room for a treatment or procedure you could have provided in your office? You need to take advantage of the opportunity to be proactive and educate them about the additional medical eye care services you provide.

Make the most of these golden opportunities where you have patients’ full attention in the exam room. Let them know that part of your total patient care model includes medical and refractive services. Remind them about the convenience of returning to your office for problems related to their prescriptions, allergies, red eyes, foreign body removals or glaucoma management. If they don’t know you offer it, you cannot blame them for going elsewhere.

Alcon’s new labeling provides optometrists yet another opportunity to discuss the need for annual eye exams. It’s nice to know that a trusted industry partner is also being proactive in the education of our patients, helping them to understand that annual visits are necessary for optimal vision and a proper evaluation of eye health. Take advantage of this opportunity and be proactive on behalf of your patients. Help your patients understand that in eye care, as in all things, an ounce of prevention is worth a pound of cure. ■



Dr. Rumpakis