



# Break It Down for Improved Compliance

*Simple instructions and demonstration help patients understand*

**M**ark Fast, O.D., of Salem, Ore., has learned that patients will understand and comply with instructions from the exam room better when the lesson is broken down into something that they understand. So when Dr. Fast explains the importance of a contact lens cleaning regimen, he takes a bottle of Alcon's OPTI-FREE® RepleniSH® MPDS, and he shows them exactly what they should do.

He explains that he recommends

OPTI-FREE RepleniSH MPDS because it is gentle, yet effective, and biocompatible with silicone hydrogel contact lenses, the latest advanced lens technology. Even though OPTI-FREE RepleniSH MPDS is labeled as a NO RUB™ solution, there is an alternate set of directions for rubbing included. As he details the cleaning process, he places a few drops of OPTI-FREE RepleniSH MPDS on the



**Dr. Fast**

lens and rubs for a few seconds. He then rinses each side of the contact lens for five seconds. This demonstration shows the procedure and reinforces that patients should always follow the product directions for healthy contact lens care.

He advises patients that not all solutions are the same and that he is recommending a specific brand because it's the one he wants the patient to use all the time. He urges them not to be tempted by the lower price of generic brands. The OPTI-FREE RepleniSH MPDS starter kit includes reinforcement about eye health by reminding patients to see their doctor yearly. "This annual exam schedule coincides with our prescriptions, which are valid for one year. I believe my recommendation/prescription for OPTI-FREE RepleniSH MPDS helps eliminate confusion at the retail shelf when patients go to buy their solution."

## Show Instead of Tell

The acres and acres of grass seed farms near Dr. Fast's practice are a thing of beauty—and misery for ocular allergy sufferers. Even driving to the grocery store or stepping outside and being exposed to grass seed pollen can cause local residents to complain about itchy, burning eyes. "Many patients say they have tried over-the-counter allergy drops, and they just didn't work," he says.

*Continued on page 4*

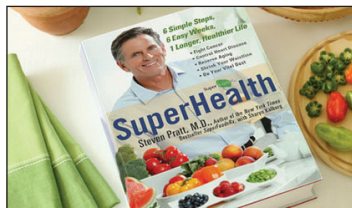
## Focus on the Here and Now

*Mexican beaches, history and golf await, but annual meeting content is the real draw*

**T**he ALLDocs annual meeting, to be held Nov. 15-19 in Cancun, Mexico, focuses on the here and now—*Aqui, Ahora*. The meeting features speakers and sessions that will help you improve the health of your practice now and into the future. Our keynote speaker reminds us to be good to ourselves, too. **Steven G. Pratt, M.D.**, an ophthalmologist, has authored books including *SuperHealth*, *Superfoods Rx* and *The Superfoods Rx Diet*, and he has appeared on *Oprah*.

Additionally, you'll hear from (shown at left, top to bottom)...

- ◆ **Craig Thomas, O.D.**, on how to reconcile vision insurance with medical insurance;
- ◆ **Jim Thimons, O.D.**, on how to create a medical model office;
- ◆ **Mark Wright, O.D.**, on practice management;
- ◆ **Scot Morris, O.D., F.A.A.O.**, on EHR and futurism;
- ◆ **Pete Kehoe, O.D.**, AOA immediate past president; and
- ◆ an expert panel on web marketing and search engine optimization. ■



**Author Steven Pratt, M.D., is keynote speaker at annual meeting.**



# Fast and Simple Relief for Dry Eye

**N**ancy Wolf, O.D., of Manchester, N.H., can relate to her patients who are hesitant to use lubricant eye drops. “I resisted putting drops in my eyes because they would sting,” she says. That was until she started using SYSTANE® ULTRA Lubricant Eye Drops from Alcon. “This doesn’t sting, and it works.”

Her personal experience gives her confidence to recommend SYSTANE ULTRA drops for patients who are experiencing dry eyes. “I have a lot of patients with dry eye, and as a first line of treatment, I like to use an artificial tear product,” she says. “I have found that SYSTANE ULTRA is the most well-tolerated drop. It does not blur vision or sting on insertion.”

SYSTANE ULTRA Lubricant Eye Drops, instilled before or after lens wear, are safe for contact lens wearers,

Dr. Wolf says. “I think a lot of patients, especially contact lens wearers, have a dry eye condition.” So she avoids asking general questions like, “How are your lenses doing?” Dr. Wolf advises using probing questions specifically pinpointing times of the day when dryness may occur. She asks patients, “Do you experience dryness at the end of the day, after you take your lenses out?” or “How do your eyes feel after using a computer for six hours?”

Dr. Wolf then upgrades patients to new contact lens technology, which provides more moisture and breathability. “It’s important to switch everyone

## Sampling Protocol

**A** Feb. 2, 2009, story in AOA News discusses the appropriate use of pharmaceutical samples. These same guidelines also can be applied to contact lens solutions.

- ◆ Sample only one starter kit per patient each year, and provide your recommendation for the product your patient should use to increase compliance.
- ◆ Do not give the patient multiple sample kits.
- ◆ Do not give the patient different manufacturers’ starter kits or rewetting drops on the same visit. ■

out of old technology, even if they don’t complain,” she says. She recommends OPTI-FREE® RepleniSH® MPDS because of its 14-hour comfort.

New contact lenses plus the use of SYSTANE ULTRA Lubricant Eye Drops, instilled before contact lenses are inserted or after removal, “has made a miraculous difference, I believe, in preventing dropouts,” she says. As she explains the regimen, she hands patients one sample of SYSTANE ULTRA along with a coupon from Alcon. “It’s my first-line therapy and the proper way to start the care for dry eye,” she says. “It’s compatible to the eye, and it’s helpful and soothing.” ■



## FROM THE PRESIDENT’S DESK

### Report from Mexico

**C**ancun was glorious this summer when my family and I were there for a vacation. The airport was busy, hotels were filling up. Restaurants and clubs

were packed with American families.

It felt safe and sound—and the visit made me eager for our ALLDocs annual meeting, which will be held Nov. 15-19 at the fabulous, all-inclusive Le Blanc Hotel and Spa.

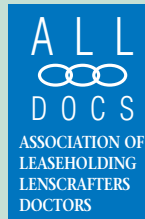
For those of you who have already signed up, we look forward to seeing you. For those who haven’t yet, please consider making time in your schedule to come to this important meeting. You’ll enjoy the camaraderie, the CE, the practice management sessions and the beauty of Cancun in November.

Dr. Gelb

Your ALLDocs board has worked to make this a meaningful, enjoyable meeting. Mornings are packed with thought-provoking and informative lectures. Afternoons are free, and evenings provide an opportunity for unrushed conversations and demonstrations at the vendor fair.

Please visit [alldocsod.com](http://alldocsod.com) and register today. We hope to see you soon—*espero verle pronto*. ■

Kerry Gelb, O.D.  
[drkmg@comcast.net](mailto:drkmg@comcast.net)



## Thank You, Sponsors

**A**LLDocs wants to acknowledge these sponsors that have committed already to support our annual meeting.

- ◆ **Title Sponsors:** Alcon and CooperVision
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# Going to Cancun

*These ALLDocs members are enthusiastic about attending annual meeting*

**Cathy Guidry, O.D.**, of Lafayette, La., is preparing to attend her first ALLDocs annual meeting. "I have been a partner since 2006, but I had twins that same year," she says, explaining why she hasn't been able to get away for a meeting yet. "I am looking



**Dr. Guidry**

forward to talking to other LensCrafters doctors and hearing feedback on what things work in their practices and what things have not worked." For example, she's interested in having a paperless practice, but rather than bump along through the learning process, she hopes to hear how she can avoid the stumbling blocks. "I am always looking for ways to expand the practice, and I'd like to get billing and coding information."

Finally, she's looking for staff man-

agement tips, particularly on how other O.D.s motivate, train and pay employees. "I'd like any tips on keeping staff happy while we cover the clinic seven days a week."

**Robert Goldberg, O.D.**, of New York, N.Y., is looking forward to his fifth ALLDocs meeting. "Each time I go, I

come back with something worthwhile that I can implement in my practice," he says. The practice began medical billing three years ago, a change he attributes to encouragement from others at these meetings. This past summer, the practice switched to Crystal PM practice management software, an ALLDocs meeting sponsor and a company he first read about in



**Dr. Goldberg at The Breakers in Palm Beach last year**

this publication. "Every doctor at the meeting has a tip or strategy for improving the efficiency of the office, and you can pick and choose which of these works best for you."

It is as worthwhile socially as it is professionally, he says. "I've had some great experiences with some of the doctors over the years, and I really enjoy their company."

**Garrison Meighen, O.D.**, of Trussville and Tuscaloosa, Ala., will be attending her second ALLDocs meeting. "I am doing much more medical billing when appropriate," she says. That increase is a result of having heard from other O.D.s at ALLDocs meetings. In addition, she has recently added anterior and fundus photography to her services. ■



**Dr. Meighen**

## Reasons to Switch Patients to Avaira®

**A**vaira® lenses offer natural wettability; high Dk, water content and deposit-resistance; low modulus and wetting angle; and UV coating; as well as lower costs to the patient and increased profitability for the doctor.

Recently, Director of Professional Relations at CooperVision, **Harvard Sylvan, O.D.**, asked **Robert Goldberg, O.D.**, of New York, N.Y., and **Patricia Aucello, O.D.**, of Meriden, Conn., to talk about their success in converting two-week contact lens wearers, including Acuvue Oasys wearers, to Avaira.

Both doctors appreciate CooperVision as a partner. Dr. Goldberg says, "I have confidence in both the company and the products, which results in my being more likely to try newer lenses like Avaira." Dr. Aucello adds, "Avaira has proven to be a great lens with great optics, and my patients really like them."

### Patient Communication

Dr. Goldberg explains his reasons to patients. "I feel it is important to provide my patients with the most current technology, but there's an added incentive if the lens is less expensive to my patients than other two-week silicone hydrogel lenses."

Dr. Aucello says that patients often open the door by asking what's new. "I tell them my first choice is Avaira as it provides good ocular health, optics and comfort," she says. "Most patients are very receptive. They tell me, 'You're the doctor, and I trust you to recommend what's best for me.'"

It's important to set realistic expectations whenever a patient switches lenses. Dr. Goldberg tells patients, "I would like to fit you with a new lens that incorporates the latest material technology, providing excellent vision, comfort and ocular health. I have had

excellent success with this lens, and it is actually less expensive than the lens you are currently wearing."

Dr. Aucello advises patients, "All silicone hydrogel lenses do not feel the same."

### The Response

Most of Dr. Goldberg's Oasys patients have told him that Avaira is better or equal—and it costs less. Dr. Aucello adds, "Most do very well, and they all appreciate my informing them about new technology."

### The Challenge

Switching Oasys patients to Avaira is not difficult and has benefits to both you and your patients. Here's an added incentive from Dr. Sylvan: "Try switching your next 10 Oasys patients to Avaira, and judge for yourself. If you do, drinks are on me at the next ALLDocs meeting in Cancun!" ■



## IMPLEMENTING THE TOTAL PATIENT CARE MODEL

### C'mon... I Dare Ya One More Time...

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

**S**o far this year, I have dared you to change, to commit to excelling and to growing your practice in a challenging environment. Many of you have responded by telling me that incorporating medical eye care or working to control your contact lens business has made big differences in patient satisfaction and the bottom line.

In this issue, I want to focus on your communication to patients. Challenge your current paradigm in how you phrase or script things to your patients. I dare you to create a better way to get better compliance from your patients. So many of us get complacent with how we do things...after all, if it ain't broke, why fix it? Do you ever wonder why some practices have higher recall rates than yours? Why do patients at some practices comply better than others with medical follow-ups or with contact lens and solution recommendations? Do they have fewer patients who walk out with their prescriptions? Do they have fewer contact lens dropouts than your practice?

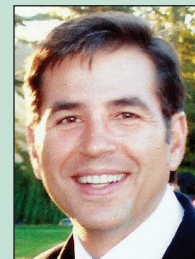
There are two critical and related characteristics that can influence these important practice benchmarks: your communication with patients and the perception patients have of your practice.

When it comes to patients' impressions about a practice, perception is reality. There's an adage

that says, "Patient's don't care how much you know as long as they know how much you care." The perception that you and your staff care about the whole patient will foster patient loyalty. But the good feeling patients have in the office must be backed up by a solid education. There are numerous studies showing that how you communicate dictates everything patients remember about the encounter and how likely they are to follow your instructions.

Take an active role in re-examining every facet of your patient communication. If you can communicate effectively to patients what you want them to do and why you want them to do it, then tailor your recommendation for their specific situation, they will be more likely to comply. Patients are not looking for a reason to disregard or disobey your instructions. More often, the instructions are unclear or misunderstood.

So, are you ready for another challenge? During your next office meeting, revisit how you and your staff communicate with your patients. Communication with patients is the single most important factor influencing their perception of you. Small changes applied consistently can yield big results.... So until next quarter...c'mon, I dare ya! ■



Dr. Rumpakis

### Break It Down...

*Continued from page 1*

To show the power of a prescription eye drop, Dr. Fast puts a drop of PATADAY™ solution in patients' eyes at the beginning of the exam. Soon, the medication takes effect. By the time these patients are trying contact lenses, they can't believe how good their eyes feel. "About one-in-five of my overall and contact lens patients are pretty symptomatic," he says. "They are suffering from allergies, and over-the-counter allergy drops don't take care of the symptoms adequately. Using PATADAY

solution helps keep all my patients who suffer from ocular allergies more comfortable, and it can be the difference among my contact lens patients between success and dropping out. I don't want to lose contact lens wearers to ocular allergies, and I don't need to when there is such an effective therapy for them."

PATADAY solution is indicated for the treatment of ocular itching associated with allergic conjunctivitis. PATADAY solution is contraindicated in patients with a hypersensitivity to any components of this product. Patients who wear soft contact lenses

and whose eyes are not red should be instructed to wait at least 10 minutes after instilling PATADAY solution before they insert their contact lenses. Safety and effectiveness in pediatric patients below the age of 3 have not been established. The most common adverse reactions to PATADAY solution were cold syndrome and pharyngitis reported at an incidence of approximately 10 percent. Other adverse events included eye pain, blurred vision, sinusitis and headache occurring in five percent or less of the patients. The recommended dose is one drop in each affected eye once a day. ■