

There's Still Time!

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Register for the 25th Anniversary ALLDocs Annual Meeting

Sunday, Oct. 16—Thursday, Oct. 20,
at the Boca Raton Resort and Club

Come See What You're Missing

Although she had worked in Lens-Crafters for several years, **Rebecca Patton, OD**, of Ridgeland, Miss., never attended an ALLDocs meeting until last year. "It can be difficult to find coverage, but my friends told me it was the best meeting and that I needed to go," she says. "So I made the extra effort."



ALLDocs meeting inspires Dr. Patton

She's glad she did. "I would chose to attend the ALLDocs annual meeting over any other meeting in the U.S.," Dr. Patton says. "I was amazed by energy of the meeting. The speakers were superb, and the vendor fair was awesome." She hadn't planned any purchases, but the deals were so great that she left the meeting with a few pieces of high-tech instrumentation for her practice.

The practice management seminars were excellent and exceeded her expectations. Dr. Patton also learned more about another topic of interest: creating an Internet presence. "I met with a representative from EyeCarePro to talk about marketing," she says. Her new web site is now live at pattonoptometry.com, and EyeCarePro is also assisting with managing accounts on other social media platforms such as Facebook and Twitter. While the relationship is still new, EyeCarePro has worked on search engine optimization and helped Dr. Patton's web site rise to the top of Google's search results. ■

Thanks to the 2011 Sponsors

DIAMOND: CooperVision; **TITLE:** Alcon Laboratories, Abbott Medical Optics, CIBA VISION, Bausch + Lomb; **PLATINUM:** Vistakon; **GOLD:** Optical Distributor Group, ABB CONCISE, Transitions; **BRONZE:** Optovue, Marco, Allergan, Paragon Vision Sciences, Art Optical, Zeavision, Eyemaginations, Optos, RevolutionEHR, EMRlogic, SynergEyes, Zeiss-Meditech, Icare USA, EyeCarePro, Eye Solutions, CrystalPM, MaximEyes by First Insight, Diopsy

CE Bonanza

Here is the breakdown of available CE credit at the ALLDocs meeting: 10 hours of medical CE, two hours of practice management CE and one hour of contact lens CE material. Agenda is subject to change.

Monday, Oct. 17

Steve Lutz, OD

The Next Big Thing—Using Scleral Lenses in Your Practice

(1 hour; contact lenses)



Dr. Lutz

Daniel Amen, MD

Neurology Update for the Comprehensive Optometrist

(3 hours; medical)



Dr. Amen

Tuesday, Oct. 18

Larry Lampert, OD, FCOVD

Sports Vision Training

(1 hour; medical)



Dr. Lambert

Nick Despotidis, OD

Advanced Corneal Reshaping—Complications and Problem Solving

Corneal Reshaping: Is It Right for Your Practice?

(2 hours; medical)



Dr. Despotidis

Larry Alexander, OD

Fact or Fiction and the Eye

(2 hours; medical)



Dr. Alexander

Wednesday, Oct. 19

Craig Thomas, OD

It's Time—Step up to Computerization and Electronic Medical Records

(2 hours; practice management)

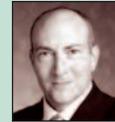


Dr. Thomas

David Greenfield, MD

Advances in Glaucoma Diagnosis and Treatment

(2 hours; medical)



Dr. Greenfield

Daniel Abramson

Employee Relations



Daniel Abramson

On the cutting edge: registered attendees can download a smartphone app for comprehensive meeting information.

Five Tips to Overcome Cost Objections to Daily Disposable Contact Lens Wear

By Peter Bergenske, OD, Director, Professional Support, CIBA VISION®

According to a third-party report, the daily disposable contact lens segment grew 25 percent in June and July 2011, compared to the same period in 2010.¹ However, many eye care professionals still fear that patients will reject the idea of a switch from their current contact lens to a daily disposable lens, primarily due to perceived cost differences.

Daily disposable contact lenses offer

strong benefits to both the patient who wears them and the eye care practitioner (ECP) who prescribes them. For patients, daily disposable contact lenses, like the CIBA VISION® portfolio of DAILIES® brand lenses, are a convenient and hygienic option. There are no solutions, storage or extra lens care steps needed to enjoy a fresh, clean lens every day. In fact, when the patient in premium two-week replacement lenses factors in the price of lens care, the cost of wearing daily disposable lenses is about the same.

Here are five tips to help show the presentation.

1. Highlight long-term savings—

In a one-on-one comparison, patients spend more money initially for daily disposable contact lenses such as DAILIES® brand lenses, but in the long term they save money on lens care products. Patients also save time when it comes to the lens care process, which is virtually eliminated with a daily disposable regimen.

2. Let patients sample—

Product samples are a great way to encourage conversion among patients. Experiencing the comfort of the lens first hand is a crucial complement to proper education.

3. Discuss trade-offs—Wearing a fresh, clean lens each day means no day-to-day allergen build-up on lenses, which can be a big advantage for patients with symptoms of ocular allergy. In addition to these health benefits, daily disposable lenses are often rated more comfortable than other contact lenses. In one survey, 83 percent of DAILIES® AquaComfort Plus® lens wearers reported their lenses are so comfortable they almost forget they are wearing them.²

4. Make it personal—If patients are aware of the additional cost up front, they will be more likely to accept it when it's time to order their lenses. Make a personal connection to increase patient trust and focus on the value to their lifestyle habits and needs. Do they love to travel, suffer from allergies or have a special work environment situation? Or do they need vision correction options for their children? Knowing the answer will help you emphasize lifestyle benefits.

5. Be the expert—Strive to assure patients that they are in the hands of an expert dedicated to prescribing a healthy option that offers excellent comfort and, ultimately, is the best contact lens to meet their specific needs. ■

¹ Based on third-party industry report. June-July 2011.

² In a survey of 109 wearers of DAILIES® AquaComfort Plus® lenses; CIBA VISION® data on file, 2009.

FROM THE PRESIDENT'S DESK

Milestone Meeting



Dr. Gelb

Anniversaries are memorable events, and the 25th anniversary ALLDocs annual meeting will be no exception, as we are expecting our largest attendance ever. That's an indication that word is spreading that the ALLDocs annual meeting is the event worth attending for LensCrafters leaseholding doctors.

In addition to the phenomenal lineup of CE speakers, we are honored to have Gold Medal winner and motivational speaker Jim Craig, a member of the 1980 Olympic Miracle on Ice hockey team. Our vendor partners have stepped up at unprecedented levels, reflecting their commitment to our organization. LensCrafters executives will be on hand, addressing the leaseholders on topics of key interest to us.

The education, ideas and practice growth strategies will be abundant, and so will the camaraderie. In fact, it's one of the attributes that makes the ALLDocs annual meeting so special. Leaseholders with years of experience are happy to share their ideas with newer colleagues. These newer colleagues infuse a spirit of enthusiasm to our meetings. As a result, we all gain.

For the many of you who have already committed to being there, your ALLDocs board looks forward to seeing you. For those of you still considering it, know that there's still time. Whether it's your first meeting or your 25th, we want you to help us make the event complete.



Jim Craig

Kerry Gelb, OD
drkmg@comcast.net

COOPERVISION GUEST COLUMN

The CooperVision Commitment



By Tom Nicholson

CooperVision's logo is new, but the commitment remains the same: craft world-class contact lenses by listening to the needs of eye care professionals and lens wearers. The new watermark logo represents a blend of scientific precision with the vibrancy found in everyday experiences, reinforcing CooperVision's perspective that the world is a vibrant, ever-changing place.

You can depend on us to deliver products and services that add value to your patients' wearing experience and to present opportunities that will help grow your practice. And you can expect an enjoyable working relationship based on our common passion for providing the very best vision correction available.

Our mission at CooperVision can be read and interpreted in several ways.

◆ We help improve the way people see each day. In this reading, the

focus is on empowering our partnerships.

◆ We help improve the way people see each day. This reading relates to our brand promise of delivering a refreshing perspective.

◆ We help improve the way people see each day. It's personal for us. CooperVision employees and practitioners using our products have the ability to make an impact every day.

This perspective helps us be a better partner to practitioners. We listen. We understand the dynamics of our industry. We keep it simple. And we act with

speed, flexibility and nimbleness, always looking for new and better ways to support our customers and keep them up to date.

At CooperVision, we value our long-term relationship with the ALLDocs members and will continue to strive to live up to our new branding and serve as a champion for the success of practices like yours. That's why CooperVision has stepped up to the new Diamond Sponsor level for your annual ALLDocs meeting. We believe our future together is a bright one. We look forward to seeing you there. ■

CooperVision Values

We Are Dedicated: We bring expertise, focus, and determination to everything we do. We do not quit until the job is done right defined by our customers, wearers, and ourselves.

We Are Inventive: We continuously push ourselves to discover creative, original and resourceful ways to improve every lens we make, strengthen every relationship we build, and make the most out of every opportunity.

We Are Partners: We collaborate and build strong relationships based on honesty, candor, trust and respect. We value teamwork and know that by working together with our customers, wearers, and employees, we will achieve far more than we can on our own.

We Are Friendly: We are open, approachable, and easy to do business with. We always strive to do what is in the best interest of the people we work with: our customers, partners, wearers, and fellow employees.

New Multipurpose Disinfecting Solution Put to the Test

The new formulation of OPTI-FREE® PureMoist® MPDS, with the patented and proven POLYQUAD® and ALDOX® dual disinfecting system, and the specifically designed wetting agent, HydraGlyde® Moisture Matrix, was used in two large clinical trials involving more than 1,100 contact lens patients. Results confirmed that OPTI-FREE® PureMoist® MPDS is well-tolerated by patients and that it offers advantages in



terms of subjective assessments that are key to a positive lens-wearing experience.¹⁻³ OPTI-FREE® PureMoist® MPDS also removes protein deposits, reduces lipid deposition and results in minimal corneal staining. By soaking the lenses overnight in the solution, contact lens wearers experience comfort and moisture from insertion to removal.¹⁻³ While beneficial to all lens wearers, OPTI-FREE® PureMoist®

MPDS may provide special advantages for patients who experience dryness and end-of day-discomfort, primary factors resulting in patients dropping out of contact lenses.³ ■

¹ Napier L, Garofalo R, Lemp J, Ketelson H, Lally J. Clinical evaluation of an investigational multi-purpose disinfecting solution. Poster presented: CLAO; September 2010; Las Vegas, NV.

² Garofalo RJ, Napier LD, Lemp JM, Ketelson HA, Stein JM, Lally, JM. Clinical performance of a new multi-purpose disinfecting solution. Poster presented: BCLA; May 2011; Manchester, England.

³ Data on file, Alcon Laboratories, Inc.

Seven Years of Meetings, Countless Benefits

After seven consecutive years of attending the ALLDocs annual meeting, **Michael Antoine, OD**, of St. Louis, knows he won't leave empty-handed. "This is by far the best and most productive meeting I've ever attended," Dr. Antoine says. "The practice-building ideas I get every year turn out to be fun and rewarding, and the professional sharing is priceless."

Last year at the Montage Laguna Beach conference, Dr. Antoine learned

about EyeCarePro, a web site development and marketing company that specializes in optometric practices. EyeCarePro assisted Dr. Antoine in a major upgrade to his web site, antoineeyecare.com, and also vastly improved his practice's marketing reach by using tools such as search engine optimization and social media utilization. "I can track the results to see the improvements," he says.

Dr. Antoine uses his time at the vendor fair to develop strategic plans

for his practice. He lists the lease and ultimate purchase of a P200 from Optos, the purchase of a pachymeter and the choice of a contact lens distributor for his office among the business decisions he's made at earlier ALLDocs meetings.

"The value of attending ALLDocs annual meetings is the world-class CE tailored for our group, camaraderie with other optometrists from around the nation and sharing ideas for practice growth with a very progressive group of ODs," Dr. Antoine says. In addition, he enjoys the meeting locations. ■



Dr. Antoine

IMPLEMENTING THE TOTAL PATIENT CARE MODEL

Don't Just Think about It; Take Action



By John Rumpakis, OD, MBA

Dr. Rumpakis

Nike's famous slogan, *Just Do It**, has been quoted many times—in fact, in my lectures I often ask what if Nike's slogan was *Just Think about It?* It's so much easier to think about doing something rather than actually start the process. After all, many if not most of us like to take the easy way out or make assumptions.

Unfortunately in today's world, it is a tougher business environment. There are days when we may feel like it is us against the whole world. Insurance auditors might be scrutinizing us, or refractive carriers are cutting our reimbursements to the bone and consumers have too many choices of eye care providers. Indeed, running a business is difficult.

One common metric in all businesses is called return on investment or ROI. It represents the monetary return that you receive from a particular investment. Since most of what we do is spend time with patients, how can you maximize your best ROI on the time you spend in the exam room? The obvious answer, and one we have discussed over the years, is to incorporate medical eye care into your practices. However, one of the most overlooked areas of increasing ROI is with your contact lens patients.

It has been well-established that the average practice is losing significant revenue that it doesn't even know about because practice owners and staff are not doing the best job in making appropriate contact lens

and contact lens solution recommendations. The typical rationale for skimming through this recommendation is that it takes too much time, or we assume patients already know how to care for their lenses and know what multipurpose disinfecting solution (MPDS) to buy. But in reality, it doesn't take much time at all, and the time spent just doing it provides a great ROI.

The evolution of contact lens materials and contact lens solutions has progressed rapidly, bringing significant patient benefits. However, few patients know about these advancements. Experienced contact lens wearers, the bulk of an established contact lens practice, often have fallen into habits that could impact the comfort and cleanliness of their contact lenses. This includes overwearing their contact lenses, switching from recommended solutions or topping off their solution in the lens case. As a result, the practitioners' involvement in the contact lens-dispensing process is imperative to the long-term success of the contact lens patient. You can and should have an active role in your business success by recommending the most appropriate contact lens system, including both lenses and solution, to every contact lens patient on each visit to your office.

There is no time like today to be proactive in your patients' (and your practice's) long-term success. Keeping patients healthy and happy is not that difficult—particularly when you make it a priority and make the time for it. Your patients benefit, referrals grow and you get a tremendous ROI for the practice. So what does it take to be successful? Maybe it's just the difference between *Just Think about It* and *Just Do It**. ■

*Registered trademark of Nike, Inc.