

## Believe the Hype

*Associate doctor becomes leaseholder and realizes many benefits of ALLDocs meeting firsthand*

**L**isa Greene, OD, remembers hearing about the ALLDocs annual meeting when she was an associate doctor for LensCrafters leaseholder **Sid Morse, OD**. "Sid came back every year with great ideas and the latest information for treating patients, providing excellent patient care and implementing practice management ideas," she says. After a decade of working in his offices, Dr. Greene purchased one of Dr. Morse's offices in 2008.



**Dr. Greene**

She was eager to attend an ALLDocs meeting herself. Last year, Dr. Greene traveled to Boca Raton for her second meeting, and she is already registered

for the 2012 meeting. It's a worthwhile investment of her time. She says that the meeting's value offsets the time out of the office. "It's valuable to network with other doctors who share the same business model because their experiences are directly applicable to my own situation," Dr. Greene says.

During the 2011 ALLDocs meeting, board members and meeting attendees discussed the time allotted for networking. Dr. Greene is excited about the changes to come. "The board members decided that in 2012, they will move the open forum session to the beginning of the

meeting instead of the end," she says. "With this session held at the beginning, you can identify who you want to talk to so you can network with doctors with similar interests throughout the meeting."

The practice management sessions are very important to Dr. Greene, as well. She's re-energizing her staff about its responsibility for providing excellent patient care. "The timing was perfect, because I've been thinking about staffing and the vision for my practice," Dr. Greene says. She is developing a practice model for her staff, which includes pursuing staff education. "I never had an emphasis on

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## Be Proactive in Discussions on Compliance

**I**n recent years, **Steve Lutz, OD**, of Ann Arbor, Mich., has moved nearly all of his contact lens patients to either a one-month or one-day replacement cycle. With daily disposable lenses, such as DAILIES® AquaComfort Plus® contact lenses, many of his patients' compliance issues are removed. Patients need only throw their contact lenses away at the end of each day.



**Dr. Lutz**

"We've made it a point to grow our daily disposable lens business," he says, estimating that about 30 percent of their soft contact lens patients are now in a daily disposable lens. "With all our children, teens and college students, we try to start them off with or switch them to a daily disposable lens like DAILIES® AquaComfort® Plus."

For his patients who wear weekly or monthly replacement lenses, over the past several years, particularly with the advent of silicone hydrogel contact lens technology, Dr. Lutz has taken a more proactive role in talking to patients about what kind of contact lens solutions they're using. "We have found that the type of solution that patients use is more important now than it might have been with older-technology products. The newer products, like OPTI-FREE® PureMoist® Multi-Purpose Disinfecting Solution, help the silicone hydrogel materials wet better and perform better than the older solutions do," he says. "I tell patients that today's solutions are engineered for today's contact lenses."<sup>1,2,3</sup>

For those patients who want to enhance the comfort and performance of their silicone hydrogel contact lenses, compliance with the replacement and care routines is critical. "I

have a big contact lens practice," says Dr. Lutz, "but no one wants to be in the same situation where you have the same number of people leaving contact lens wear as getting into it. Retaining your existing contact lens patients is just as important as attracting new ones." These are already established patients and can represent significant income over the years as they return for eye exams and eyewear and refer friends and family.



As Dr. Lutz's patients age, many of his presbyopic patients want to stay with contact lenses as their primary vision correction. However, many of these patients have less-than-optimal tear

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# Attend the Meeting Designed with You in Mind

*The annual ALLDocs meeting provides ODs with applicable information*

**M**att King, OD, of Old Saybrook and Rocky Hill, Conn., understands when some doctors say they feel isolated and often don't receive the advice they were searching for at typical optometric industry meetings. For the best education and information geared towards his practice setting and needs, Dr. King finds great value in attending the annual ALLDocs meeting.

Dr. King began practicing with LensCrafters in 2004.

While corporate-affiliated optometry had not been in his original career plan, it didn't take long to discover it suited him well. "I was seeing many interesting cases and diseases within this setting," he says. Plus, Dr. King prefers to focus more of his time and efforts on patient care, instead of being involved in running the optical.



Dr. King

Since then, he has attended the past two ALLDocs meetings. It was a great choice that has helped him expand his network of like-minded, LensCrafters-affiliated doctors and bring innovative ideas back to his office. "You meet doctors who have walked this path before you, and it's empowering because they are willing to help you out and get you answers to your questions," Dr. King says. It was encouraging to hear that he was on the right track in many places, but he did follow a lot of good advice, including the suggestion to add an office manager. "My office manager manages both of our locations and is more efficient at completing office tasks," he says. "It takes the load off of me, so I can focus on areas that are my strong points."

Presentations at both meetings on

overall body health and nutrition made an impact on Dr. King. "I have gained a better understanding of the nutritional side of eye care," he says. While his patients' eyes are still his main focus, Dr. King now is more comfortable discussing stress relievers or healthy diet changes with his patients. This enhances the service and education patients receive from his practice.

Dr. King plans to attend the annual ALLDocs meeting again this year. "There's a great sense of camaraderie when you meet with other doctors who practice in the same setting," he says. ■

## FROM THE PRESIDENT'S DESK

### A Guide for the Year Ahead

**N**ovember may seem far off, but it's important to begin planning now to attend the 2012 ALLDocs meeting, Nov. 4-8, to be held at the fabulous, all-inclusive Le Blanc Hotel and Spa in Cancun, Mexico. Your ALLDocs board is already working on the program



Dr. Gelb

to ensure that the ALLDocs meeting remains one of the most useful and enjoyable meetings you'll attend all year.

You will hear more about it in the near future, both in this publication and on the [alldocsod.com](http://alldocsod.com) web site. We promise you that it will be as educational and informative as ever, while providing time enough to meet with vendors and colleagues and enjoy the fabulous beaches and sights of Cancun.

I encourage you to mark your calendar and start arranging your schedule—and we also hope you will reach out to another ALLDocs member or LensCrafters leaseholder and share your experience at these meetings. The stronger we are as an organization, the more we will be able to do for all LensCrafters leaseholding doctors. ■



Le Blanc Hotel

Kerry Gelb, OD

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## Be Proactive

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chemistry, he says. "OPTI-FREE® PureMoist® MPDS has HydraGlyde® Moisture Matrix, which brings moisture from the lens case to the patient's eye.<sup>4</sup> With the older patient demographic, it's particularly important that we prescribe the right combination of contact lens and contact lens solution," he says.

Where formerly Dr. Lutz made recommendations about which contact lens solution to use, now he emphasizes why he's recommending that particular brand. He also asks patients during follow-up visits what solution they are using, especially if they say their new contact lenses aren't as comfortable as they were initially. "Sometimes they've switched brands of contact lens solution, and the contact lenses aren't the problem at all. It's good to be proactive in this discussion," he says. ■

<sup>1</sup> OPTI-FREE® PureMoist® Multi-Purpose Disinfecting Solution package insert.

<sup>2</sup> Lally J, Ketelson H, Borazjani R, et al. A new lens care solution provides moisture and comfort with today's CLs. *Optician*. 4/1/2011, Vol. 241 Issue 6296, 42-46.

<sup>3</sup> Davis JW, Ketelson HA, Shows A, Meadows DL. A lens care solution designed for wetting silicone hydrogel materials. *Invest Ophthalmol Vis Sci*. 2010;51:E-Abstract 3417.

<sup>4</sup> Garofalo R, Lemp J. Clinical Trial Experience with Opti-Free PureMoist MPDS. *Contact Lens Spectrum*. September 2009.

See package insert for wear, care and safety information.

## COOPERVISION CORNER

# CooperVision Meets Your Practice Needs in 2012



Tom Nicholson

By Tom Nicholson, National Account Director, CooperVision

It's important to listen to patients' comments about your practice and to use that information to improve your business. Here at CooperVision, we are listening to what ALLDocs members have to say about our products and services and are thinking of ways to better meet your needs.

What I've heard from you is that you want the highest-quality products to provide your patients with a superior contact lens experience, and you want those products at competitive prices—with no hassle or strings attached. It's easy to fulfill this wish. CooperVision prides itself on its high-quality products and continues to offer the widest range of parameters to meet your patients' contact lens prescriptions. And we won't make you jump through hoops to get great prices. CooperVision's 2012 price list is simple to understand and has the same price if purchased directly or through a distributor. You no longer need to purchase banks and bulks to get the best price.

ALLDocs members value the time spent with their representative gaining practice management ideas or brainstorming ways to improve the overall quality of the practice. And they also appreciate the financial support for initiatives and a reward for loyalty and growth. We

took your feedback into consideration when developing exciting, new programs for 2012. The new CV+ program provides a customized e-business plan for your practice. Our e-business consultants will help you improve your web presence, optimize your engagement with patients through social media and monitor and improve your online reputation. The CV+ team also has partnered with vendors offering discounts to support your practice management. The new Practice Builder Program will provide funding for your practice's contact lens strategies, and it will reward customers for their loyalty and growth based on their contact lens purchases.

CooperVision strives to bring a refreshing perspective that creates real advantages for customers and wearers. Please contact your CooperVision sales representative or call 800-341-2020 to share your thoughts or for more information on what's new in 2012. ■

Partner with CooperVision by joining our **CV+ PROGRAM**

All CooperVision, with dedicated eye care services, the industry's largest customer base, and a leading eye care network, we have the resources to make your practice's online presence and reputation. That's why we created the CV+ Program. With CV+ we will help you build and increase your business with guidance from technical support and resources you'll receive. We'll also help you with your specific needs.

As a member of CV+ you will enjoy:

- Access to highly knowledgeable digital reports that will work with you on a daily basis for your practice
- Customized e-business plan covering the following key areas:
  - Social Media and Patient Engagement
  - Online Site Presence
  - Online Reputation Management
  - Practice Assessment/Techniques
- Business Knowledge and Ongoing Training
  - Offers educational content on all major areas of ophthalmology
  - Best practices from across the industry and benchmarking
  - Dedicated access to CV+ sponsored social forums
  - Creating an online, quarterly regional and web-based team, and a network
- Access to best-in-class service providers at CV+ preferred pricing

A customized e-business plan

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outside-of-the-job training," she says. "But I think that a focus on staff development will be wonderful for the business and our patients."

Dr. Greene is also working with a consultant who will assist with the staff training on customer service and patient care. The staff will also be able to complete webinars to improve their skills for working with contact lenses or in the optical.

The ALLDocs annual meeting always educates doctors on overall health, an important topic that Dr. Greene believes should be passed along to patients. "We are educated on how the body's health impacts the eye, and we bring that information back to educate our patients better on preventive care," she says. ■



## PRACTICE MANAGEMENT TIP OF THE QUARTER

The ALLDocs Newsletter will begin publishing the best practice management tips in each issue. Email your idea to Dr. Kerry Gelb at [drkmg@comcast.net](mailto:drkmg@comcast.net) or fax it to 732-726-1735. Here's the first one, submitted by Dr. Gelb. The best tip of the year will be awarded a prize at the ALLDocs annual meeting.

## Personalize Contact Lens Boxes

We have implemented the use of colorful office-personalized address labels on our contact lens boxes. The goal is to reinforce the practice name every time a patient reaches for a replacement contact lens. This idea has helped brand our practice, and it reminds our patients to schedule an eye exam and/or reorder their contact lenses. Plus, it takes our staff only seconds to accomplish.

The customized labels come on rolls, and they're made of a material similar to children's Colorforms®. That means there's no damage to the contact lens boxes or vitamin or contact lens solution bottles, and they can be peeled off easily.

ALLDocs hired a design group, eyedeez, which our office used to develop these labels and our new logo design. For more information, contact Ken Zierler at [kzierler@comcast.net](mailto:kzierler@comcast.net) or 908-447-1562. ALLDocs members receive special pricing. ■

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## AVOIDING THE RACE TO ZERO

# Protect the Value of Your Professional Expertise



By John Rumpakis, OD, MBA,  
Practice Resource Management

**2**011 was a volatile business year for many optometrists, irrespective of their modality of practice. So in 2012, this column space will focus on Avoiding the Race to Zero. We start by looking at what optometry and, more specifically, optometrists are doing to themselves to drive the value of their professional expertise down to zero, making it, essentially, worthless. The relentless drive to reduce the value of what we provide within the health care community is continuing at a breakneck pace. Discounting professional services, not providing medical care or not charging for it, failing to recognize a contact lens dropout or even failing to diagnose the true cause of a contact lens failure all contribute to the reduction in value of our professional expertise.

So this year we are going to tackle these issues one by one. I realize that there are many more causes than those that I mentioned. The first issue is a conceptual one—understanding that what you do each and every day has value. Perhaps some rough numbers can provide a foundation for this. There are approximately 310 million people in the U.S., and only about 50,000 practicing eye care professionals (35,000 ODs and 15,000 MDs) to provide care for them. Using simple math, that averages out to roughly 6,200 patients per practitioner.

However, let's look at a more appropriate split. Sixty-six percent of the U.S. population sees an optometrist for its eye care. So that translates into 6,820 people per optometrist. If the average OD is seeing ~3,000 patients per year, that is a 2.25-year supply.

If a patient comes in approximately once every 24-27 months (according to various studies), your practice would be full forever. We know, however, that is not the case. Patients either choose to stay with us or they choose to leave based upon a few simple things.

1. Are you providing the standard of care?
2. Are you delivering a good value for what you provide?
3. Are you proactive in both your diagnosing and prescribing?
4. Are you truly dealing with the problem or just addressing the symptom?
5. Are you a good communicator?
6. Do they like you?

If you can answer yes to each of these simple questions, your patients will be loyal and your business will continue to thrive in any environment or economy. However, like most things in life, if you grow complacent and stop paying attention to these issues on a daily basis, then your business will suffer, and more importantly, your patients will not value the care that you have provided to them.

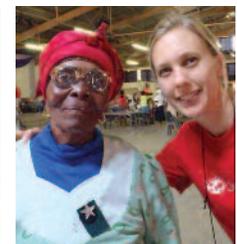
So Step 1 in avoiding the race to zero is to be cognizant of the individual in your chair—each and every one, for each and every encounter. Treat each patient like he or she is the only individual in your universe for the time that patient is with you. Use every ounce of your expertise, your education and your experience to create/demonstrate the value of what you do. Remember, your patients are expecting you to be their doctor and not their best friend. The better you communicate that, the more respect they will have for your professional expertise and the care that you provide.

*Next issue:* diagnose the problem, then treat the problem and not the symptom. ■

## OneSight Trip Fosters Friendship and Rewards

**A**t the beginning of her OneSight trip to South Africa, **Monica Mortenson, OD**, of Boulder, Colo., and her 39 fellow team members were strangers. But that didn't last long. "By the end of the trip, I had made 39 new friends," she says.

This memorable post-Thanksgiving trip in 2011 was Dr. Mortenson's first with OneSight. "Reaching out and helping so many people was very rewarding," she says. "I think it's an experience every doctor should have." During eight days in the clinic, the team saw more than 10,000



**Dr. Mortenson worked hard for eight days in a OneSight clinic in South Africa but had the chance to see the country, too.**

patients and provided them with eyeglasses, sunglasses and referrals if needed for further treatment. For more information on getting involved with OneSight locally or internationally, visit [onesight.org](http://onesight.org). ■