

Move Patients into Multifocals

Impress patients with the latest contact lens technology as they age into presbyopia

During the 23 years that **Kevin Glancy, OD**, has practiced next to the LensCrafters store in Champaign, Ill., he's seen patients progress from annual replacement contact lenses into more frequent replacement contact lenses as the contact lens technology changed. Now many of his longtime patients are being fit in multifocal contact lenses.

Dr. Glancy has always preferred fitting presbyopes in multifocal contact lenses rather than monovision. He believes monovision can set patients up for frustration as they age and lose more and more of their depth perception. So he's happy to talk to patients about the developments in multifocal lenses when patients report they are not seeing as clearly close up as they once could. "Many patients aren't aware that there are good options out there," he says. His first choice is to introduce them to AIR OPTIX® AQUA Multifocal contact lenses from Alcon. Dr. Glancy and his colleagues in the office fit these multifocal contact lenses so frequently that he has two fitting sets to accommodate the volume of patients. In fact, when



he began fitting this multifocal contact lens, his business with the manufacturer grew by more than 25 percent.

Often, patients are impressed as soon as they are fit with the multifocal contact lens, and one of the first



Dr. Glancy

things they do is take out their smartphone to see if they can read a text message. "Patients are amazed and blown away that they can see it without putting their readers on," Dr. Glancy says. "This contact lens has such a good design and first lens fit success that it usually saves chair time." By using the fitting guidelines that Alcon has developed, Dr. Glancy is able to determine what lens to fit quickly. Often, that first fit provides excellent vision at all distance ranges and good comfort. Patients return for a follow-up visit after a week of trying the contact lenses in their own environments, and Dr. Glancy can make adjustments if necessary

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Contact Lens Initiative Makes an Impact

Jeff Case, OD, and his practice partners noticed that over the past two or three years, their contact lens sales were eroding. "We wanted to at least stop that trend, and if we could do that, we wanted to increase our sales." So the 10-doctor, five-location practice in New Jersey and Brooklyn, N.Y., implemented the Contact Lens Initiative. (Read more on page 2.) "We have conducted a lot

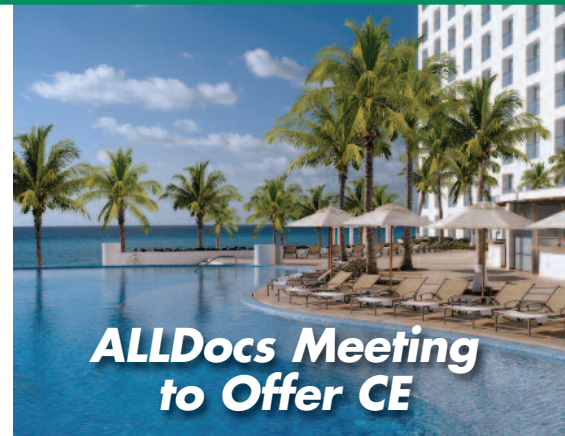


Dr. Case

of internal marketing within the office, educating both the employees and the contact lens patients as to the value of purchasing their contact lenses and eyeglasses from the doctor and LensCrafters," Dr. Case says.

In terms of contact lens sales, the initiative has had a significant impact. By demonstrating to patients that the doctors'

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ALLDocs Meeting to Offer CE

The ALLDocs meeting in Cancun, Nov. 4-9, will provide medical and practice management education, as well as opportunities for networking with vendors and colleagues.

◆ **Michael Tolentino, MD**, of Orlando, will present three hours of CME on building an AMD center of excellence.

◆ **Mimi Guarneri, MD**, FACC, medical director at Scripps Center for Integrative Medicine, will present three hours of CME on the doctor/patient relationship and the role of optometrists in diagnosing diabetes and prediabetes.

◆ **Ben Gaddie, OD**, FFAO, of Louisville, Ky., will present two hours of CME on new developments in oral and topical therapies for ocular diseases and conditions.

◆ **Alberto González, MD**, research director at Diopsys, will present two hours of medical CME on integrating optical coherence tomography, visual fields and visual evoked potential for better diagnoses.

◆ **Rich Castillo, OD, DO**, of Broken Arrow, Okla., will present two hours of CME on the new frontier in optometry: minor surgical procedures. ■



Dr. Tolentino



Dr. Guarneri



Dr. Gaddie



Dr. González



Dr. Castillo

Take Back Your Business

ALLDocs will be unveiling new Contact Lens Initiative at the meeting in Cancun

Join ALLDocs in Cancun, Mexico, to hear about the launch of the new Contact Lens Initiative—a program designed to halt the erosion and stimulate sales of contact lenses at ALLDocs optometric practices.

Developed by the consulting and marketing company eyedeez, the program is a market-tested,

research-based approach to stanching the flow of contact lens prescriptions being filled by Internet or big-box retailers. The program, which includes educational material and tools for doctors, staff and patients, has been pilot-tested in more than 40 ALLDocs practices.

Participating doctors have seen an immediate turnaround in

which they've been able to capture an increasing number of contact lens sales. Doctors and staff have learned how to communicate to patients the benefits of staying with the ALLDocs-affiliated practice for their contact lens purchases.

Come learn about these easy-to-implement, effective strategies to help you compete smarter against today's competition. ■

Sign up Now

All doctors who attend the meeting get a complete starter kit with all the tools and materials needed to implement the program immediately. These starter kits are reserved exclusively for doctors who pre-register for the session. Visit alldocsod.com or call 919-263-2020 for more information. ■



FROM THE PRESIDENT'S DESK

Cancun Is Calling



Dr. Gelb

There is still time to sign up for the ALLDocs Meeting at the LeBlanc Hotel in Cancun, Nov. 4-9, 2012. These meetings continue to improve, and we're convinced this will be our best one yet. We'll be announcing our exciting new Contact Lens Initiative, which you can begin to read about in this issue. We're also offering top-notch continuing education.

The practice management opportunities abound, too, through sessions with our valued sponsors; lunch and focus groups; sessions on digital marketing; and a special panel with LensCrafters President Mark Weikel, VP Bill Noble and the field team.

While there's plenty to keep you busy, your ALLDocs board also listened to your requests to build in free time to socialize, network and explore Cancun. If you've been deliberating, make up your mind right now. This is a meeting not to be missed. We hope to see you there! ■

Kerry Gelb, OD
drkmg@comcast.net



COOPERVISION CORNER

Pursue the Shift to One-Day Contact Lenses

In the U.S., about 16 percent of the 38 million people who wear contact lenses wear daily disposable contact lenses; in much of Europe and Japan, however, the range is more in the 65 percent range. In the office of ALLDocs President Kerry M. Gelb, OD, 93 percent of his spherical contact lens sales are for daily disposable lenses. Here's why and how he has made this shift occur.

◆ **Compliance:** "A number of studies have shown that one-day lens patients are more compliant with daily replacement," Dr. Gelb says. "The average two-week lens wearers are about 25 percent and 27 percent compliant, and the average monthly replacement lens wearers are between 34 percent and 60 percent compliant." Not only does noncompliance with replacing contact lenses as recommended increase the chance of complications and discomfort, it also impacts the practice's bottom line. "Most two-week lens wearers overwear their contact lenses. So that means that the average two-week lens wearer will show up in your office every 19 months on average." That's better than eyeglasses-only wearers, who tend to return every 30 months, but it could be better.

For example, compare that to the one-day lens wearers, and the difference is impressive. "Daily disposable contact lens wearers are typically between 82 percent and 93 percent compliant. That means the average one-day lens wearer returns in 13 months. More frequent exams can mean earlier detection of health problems, such as diabetes, dry eyes, macular degeneration and glaucoma," Dr. Gelb says.



◆ **Safety:** Many patients are not compliant with the instructions for replacing and caring for their contact lenses. "The easiest way to help compliance is by providing patients with a contact lens they can throw away every single day," Dr. Gelb says.

Compliance leads to greater safety, as a study from Ferris State University showed. Of the 17,000 patients studied, only 1.2 percent of those wearing Proclear® 1 Day lenses had complications. That was the lowest; patients wearing two-week or monthly replacement lenses had 4-27 times higher rates of complications. "In medicine, 'times' is huge. If something is multiple times safer than another option, it can affect thousands of people," Dr. Gelb says.

◆ **Better for patients:** In Dr. Gelb's mind, daily disposable lenses are the best option for his patients who are good candidates for these lenses. "My philosophy is that I want patients to refuse one-days. They must refuse the option before I'll prescribe anything else."

The results have been a tremendous acceptance of the one-day option and a thriving contact lens practice. "It's nice to have studies that show that one-day lenses are a safe way to wear contact lenses, but I hear it from patients who say that daily contact lenses are comfortable every single day, because they're new every day."

To learn more about CooperVision's one-day contact lenses, including Proclear® 1 Day, Proclear® 1 Day Multifocal and the ClearSight™ 1 Day family, contact your CooperVision representative. ■

CL Initiative

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offices are competitive on price, through comparisons with online pricing, and that the practice can offer service and guarantees that online competitors cannot, patients understand the value.

One of the first steps, after the doctors decided this was an initiative they wanted to embrace, was to make sure the staff was on board. "The staff is aware of the internal reporting and understands that we expect staff to sell more contact lenses and annual supplies," Dr. Case says. The practice

conducted mini exit interviews with patients, asking them why they were purchasing their contact lenses elsewhere. "Patients assume they get better, quicker service for less money on the Internet," he says. "If we can show them that our products are as convenient and competitively priced, and that they'll receive personalized service and a trusted guarantee, they nearly all change their minds."

Dr. Case had seasoned staff members work with the newer technicians to develop the conversation staff has with patients. The Contact Lens Initiative also provides written materials that patients can review

on their own or with staff.

"I think that every practitioner within LensCrafters could learn something at the Contact Lens Initiative session at the ALLDocs meeting," Dr. Case says, encouraging his colleagues to attend. "Even if you haven't noticed your contact lens sales eroding, there are still business pointers and staff education components that are valuable. And if you have noticed your contact lens sales slumping, you'll get the tools that will help you provide better care for your patients. They'll trust you more, which leads to better patient retention and more referrals." ■

AVOIDING THE RACE TO ZERO

Plugging the Holes in Your Bucket



Dr. Rumpakis

By John Rumpakis, OD, MBA
Practice Resource Management

In the last issue, we discussed the commonality of concomitant conditions such as ocular allergy and ocular surface disease in your contact lens patients and the importance to your practice in addressing these issues.

Making assumptions about your patients without the appropriate clinical workup and diagnosis only hurts the patient outcome and thus your practice.

Your practice is like a bucket of water. As the graphic to the right depicts, there are sources that fill your practice up and certain events within the practice that drain your practice. The goal, of course, is to keep the bucket—and your practice—as full as possible.

The business activities that fill your bucket are both the medical eye care revenue and the refractive and contact lens revenue, which include both services and any materials that you might sell. It's important to realize that these professional service income streams are not mutually exclusive, even though many practitioners—even in 2012—feel that they are. That is simply not true in any setting. Patients have expectations that their doctors are there to take care of them for whatever problems they present with—refractive or medical. After all, the patient should not be expected to be

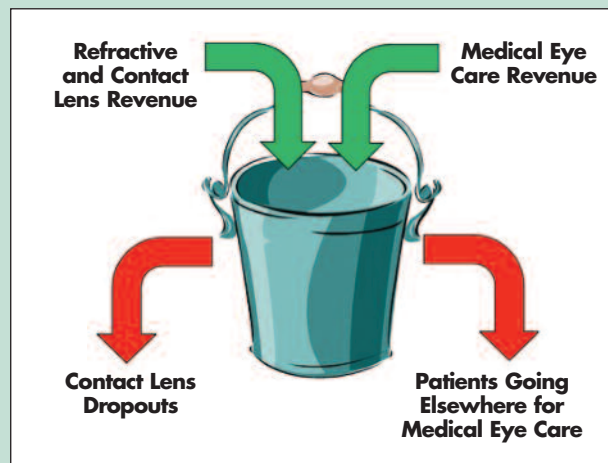
the expert who differentiates whether he or she has a problem that is refractive or medical in nature. That is our job, and we are letting patients down if we don't do what is expected of us by both community standards and patients themselves.

A bucket that has holes in it typically has outflow areas that are fairly simple to understand. Patients who leave the practice, for any reason, cause the bucket to empty. The problem is that many practitioners don't track their patients who leave, much less determine the reason why. It might be that a patient wanted medical eye care services or other services that may

not have been offered or the patient is seeking contact lens services elsewhere. While pricing on products often drives product purchase decisions, professional care is less price-driven. People expect value—good value—for the services and materials that they are getting. Exceed the patients' expectations on value, and price often becomes a secondary issue.

Plugging the holes in your bucket is not as difficult as it seems. Although

today's economic backdrop is challenging for many, the basics still remain the same. Provide the care that you were trained to provide—meaning all that you were trained to provide. Do it in a caring, genuine manner and take care of your patients in the manner you would expect as a patient. That is a value proposition that never goes out of style. These are simple steps for success—simple steps to keep your bucket full. ■



Multifocals

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before ordering a supply.

Dr. Glancy and his patients talk about the initial and ongoing comfort that the AIR OPTIX® lens material provides, and the ease of handling makes these contact lenses an ideal choice for new or experienced contact lens wearers. "The material doesn't tear easily, and the contact lenses are very easy to insert and take out." In some cases, experienced contact lens wearers may have already had a prescription for

another contact lens from the AIR OPTIX® brand family of monthly replacement, silicone hydrogel contact lenses.

Alcon also manufactures the contact lens care solution that Dr. Glancy prefers: OPTI-FREE® PureMoist® Multipurpose Disinfecting Solution. "OPTI-FREE® products have always been the top multipurpose disinfecting solution in my office," Dr. Glancy says. "The fact that Alcon is still making these products better says something about its dedication to improving constantly."

Alcon continues its commitment to R&D and the optometric profession.

"Alcon has always been a big supporter of optometry and the ALLDocs group with a big presence at our meetings, and I anticipate that won't change going forward." ■

Important information for AIR OPTIX® AQUA Multifocal (Iotrafalcon B) contact lenses: For daily wear or extended wear up to 6 nights for near/far-sightedness and/or presbyopia. Risk of serious eye problems (i.e., corneal ulcer) is greater for extended wear. In rare cases, loss of vision may result. Side effects like discomfort, mild burning or stinging may occur.

Contact lenses are prescription only. See product instructions for complete wear, care and safety information.