

## Lecturers, Vendors and Entertainment Shine

*Scottsdale annual meeting a success*

The ALLDocs annual meeting in October in Scottsdale, AZ, drew the largest attendance in the group's history and rave reviews.

Among comments to the meeting organizers was this one from **Chad Krietlow, O.D.**, Blaine, MN. He says, "I attended the ALLDocs meeting for the first time this year and just wanted to say that I am not planning on missing another



(l-r) Presenter **Dr. John McGreal** and **Alcon's Ed Zajac**

one! Thanks for the efforts you put in all year to make this happen. I really appreciate it after being there firsthand to see it!"



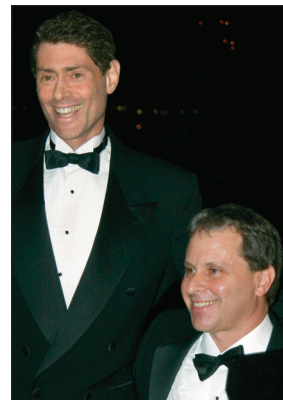
Larry Moyses

(l-r) **Drs. Joe Watson, Minneapolis; Vince Facchiano, Belvedere, IL; and Richard Hulst, Twinsburg, OH**

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**Mike Hooks, O.D.**, Birmingham, AL, says, "What a first class meeting.

The ALLDocs meeting and Give the Gift of Sight are among the highlights of my association with LensCrafters."



(l-r) **Drs. Robert Goldberg and Alan Hymowitz**

The meeting featured continuing education, time with the vendors and time for socializing and entertainment, including a performance by ALLDocs members **Robert Goldberg, O.D.**, New York City, who sang opera, and **Alan Hymowitz, O.D.**, Atlanta, GA, who accompanied him on the piano. ■

## Survey: ALLDocs O.D.s Actively Prescribe Solutions

In a recent ALLDocs survey sent to members, all who responded say it is either important (81 percent) or somewhat important (19 percent) that O.D.s recommend contact lens solutions.

The vast majority (93 percent) also makes a point of telling patients that they should stay with the brand of multi-purpose solution the O.D. is recommending. And to ensure that contact lenses are being thoroughly cleaned and disinfected, the majority also recommends that patients gently rub their contact lenses before putting them in the case.

Recent news about contact lens solution recalls and publicized cases of *Acanthamoeba keratitis* also have changed the way O.D.s discuss contact lens care with patients. The respondents all say they now talk about contact lens solutions more than they did two years ago.

Nearly half of the respondents

specifically instruct their staff to reinforce the message about OPTI-FREE® RepleniSH® MPDS. Their messages are simple and straightforward, emphasizing that this solution comes with the doctor's prescription. The staff at the office of **Kevin Snipes, O.D.**, Louisville, KY, says, "The doctors highly recommend OPTI-FREE® RepleniSH®." The staff at the office of **Steven Pinard, O.D.**, Mays Landing, NJ, echoes an unambiguous recommendation, saying, "OPTI-FREE® RepleniSH® is the most biocompatible solution on the market, and it's what the doctor recommends for your lenses."

Some O.D.s encourage their staff to emphasize the efficacy of OPTI-FREE® RepleniSH® with silicone hydrogel lens materials. At the office of **Perry Krieger, O.D.**, Cedar Falls, IA, for example, staff says, "We are prescribing this as your solution. It is the most biocompatible with the

new-material lenses, so they feel comfortable throughout the day."

The staff members at the office of **Kevin Glancy, O.D.**, Champaign, IL, say something similar to patients about OPTI-FREE® RepleniSH®. "This works with the newest lenses. We discourage you from using generic solutions." ■

**SAVE THE DATE!**  
**ALLDocs 2008**  
**October 19-23, 2008**  
**The Breakers • Palm Beach, FL**

# No More Lapses

*ALLDocs meetings a new priority*

**Terry Huseman, O.D.**, Des Moines, IA, hadn't been to an ALLDocs meeting in about five years. "I used to enjoy them, but things came up," he says. However, after attending the 2007 meeting, Dr. Huseman decided he would make sure he won't miss any

others. At the meeting, he says, "I told **Dr. [Richard] Hults** [meeting coordinator] that I was disappointed...disappointed I had missed five. The meetings have taken a large step forward in the amount of information presented."

Dr. Huseman says that as a result of



(l-r) **Dr. Terry Huseman, his wife Donna and Dr. Ty Miller, Massillon, OH**

the meeting, his practice will be moving more steadily into the medical model. "We've always done some, but we'll step further in," he says. He's planning a visit to the office of colleague **Randy North, O.D.**, Burnsville, MN, to see how medical coding is handled in that office. "The most valuable part of the ALLDocs meeting is the opportunity to learn from colleagues," he says.



(l-r) **Drs. Karen Rosen, St. Louis; Bob Mulgrew, Tucson, AZ; and Doug Kiefer, Ft. Collins, CO**

He has also called other Lens-Crafters leaseholders in the state who were unable to make this year's meeting. His message: do everything you can to attend next year's meeting. ■

## FROM THE PRESIDENT'S DESK

### Arizona Meeting



**Dr. Gelb**

Organizing meetings can be exhausting, but after this year's ALLDocs meeting in Scottsdale, I felt invigorated. It was a great meeting, and we were able to accomplish our goal of building on our theme of medical billing and coding. Not only did the program cover the nuts and bolts of coding, we also provided courses on the medical care required to support those codes.

We also had three software vendors there to help us jumpstart the conversation on electronic medical records. Equipment companies helped by showing O.D.s how their diagnostic and other instrumentation can support the practice of the future.

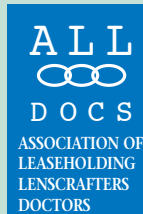
Special thanks go to the board members who worked tirelessly to make this meeting a success. **Richard Hults, O.D.**, handled the negotiations with the hotel and created much of the program. **Bill Fox, O.D.**, handles our treasury—a thankless job. **Jack McIntyre, O.D.**, and **Dale Stein, O.D.**, helped develop the program by coordinating some of the speakers and sessions. **Doug Kiefer, O.D.**, has undertaken the computer demands for the organization. And **Steve Rosen, O.D.**, took time out of his schedule to shoot photos for this issue of ALLDocs. More of his photos and others are posted on the alldocsod.com web site.

For those who came, thank you for making it a vibrant and exciting meeting. For those who weren't able to make it, we encourage you to talk with someone who did. You'll hear them say that ALLDocs

annual meetings are can't-miss events.

Your ALLDocs board is already looking forward to our 2008 meeting in Florida. Feel free to contact me with suggestions for the program. ■

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



### Thanks to the Sponsors

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## Check the Web Site

For more information from the 2007 annual meeting in Scottsdale, visit [alldocsod.com](http://alldocsod.com). Presentations and lectures, as well as more photos, are available on the web site, which is sponsored for ALLDocs by Alcon and CooperVision.

## GUEST COLUMN FROM COOPERVISION

### CooperVision Offers Online Learning Center

By Tom Nicholson

**B**efore I start with the introduction into one of CooperVision's new and exciting initiatives, I'd like to introduce myself. I am delighted to have met many ALLDocs O.D.s at the Scottsdale annual meeting, where you had a terrific ceremony for **Bob Scott**, whose shoes I'll now try to fill.

I've been in the contact lens industry for 20 years. Prior to joining CooperVision, I worked for Ocular Sciences and Bausch & Lomb. For all that time, I've been impressed with the caliber of LensCrafters leaseholding O.D.s and their thriving contact lens practices. With my experience in the industry, an MBA from Pepperdine University and my NCLE license, I am excited about the opportunities we'll have to learn from each other.

CooperVision, which has long built its reputation on establishing excellent business relationships with O.D.s, is now offering a new, free education resource for you and your practices. The CooperVision Online Learning Center provides high-quality contact lens training and support in the most convenient format: online and at your convenience. Some of the advantages of this method of staff and practitioner learning are that the practice and student can track their progress; classes support new product introductions

like Biofinity™ and the material technology track; and new classes such as the new to eye care track directly impact office efficiency and ultimately profitability.

Courses address a broad range of topics, from contact lens basics to developments in multifocal and toric multifocal designs.

The site currently offers 16 courses organized into six tracks:

- ◆ Contact Lens Fundamentals
- ◆ Intermediate Contact Lens
- ◆ Advanced Soft Contact Lens Studies
- ◆ Multifocal Technology
- ◆ Material Technology
- ◆ Toric Technology

Courses within a given curriculum can be taken in any order the user wants to—and at any time that's convenient.

The CooperVision Online Learning Center also offers links to accredited prepaid courses available from the Contact Lens Society of America and the American Optometric Association.

Practices with a CooperVision business account can enroll easily on line at the web site [learning.coopervision.com](http://learning.coopervision.com).

Feel free to contact me via email ([tnicholson@CooperVision.com](mailto:tnicholson@CooperVision.com)) or call me at 317.417.0677. ■



## What O.D.s Are Telling Their Patients

In a recent ALLDocs survey, most O.D.s report that they had found a simple way to present the advantages of OPTI-FREE® RepleniSH® to their patients. Here are some of the responses from O.D.s who shared their best message regarding OPTI-FREE® RepleniSH®.

"I think it's the most biocompatible solution to use with all contacts including silicone hydrogel lenses. I also like the long-lasting comfort it provides." —**Robert Duvall, O.D.**, Bowling Green, KY

"OPTI-FREE® adds comfort to your contact lens wear." —**Jim Lett, O.D.**, Chattanooga, TN

"I use this solution myself."  
—**David Tabelaing, O.D.**, Cincinnati, OH

"This solution is approved to work with your new higher oxygen contact lenses. It retains moisture on lenses for up to 14 hours." —**Karl Stoler, O.D.**, Mentor, OH

"In the past, the solution choice was not as critical as it is with the newer contact lens materials. I only prescribe OPTI-FREE® RepleniSH® in my office now." —**Kevin Snipes, O.D.**, Louisville, KY

"I talk about biocompatibility of

the solution with the material of the lens with all my patients."  
—**Steven Pinard, O.D.**, Mays Landing, NJ

"This solution has been found to work very well with all soft lenses on the market, including silicone hydrogels." —**Chad M. Krietlow, O.D.**, Blaine, MN

"It has a proven track record and is ideally suited for today's silicone hydrogel lenses." —**Torrey Carlson, O.D.**, Johnson City, Knoxville and Kingsport, TN ■



## IMPLEMENTING THE MEDICAL MODEL

### Putting It All Together

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

**F**or the past several years in this column, I have covered integrating medical eye care in the areas of ocular allergy, dry eye and glaucoma. But I really haven't taken a retrospective look at what incorporating the care for these conditions does to your bottom line.

Simply look at the standard of care for treating very commonplace ocular conditions as they exist based upon epidemiological incidence rates within the population. If we coded them correctly according to federal rules and guidelines, then took the government-stated reimbursements for these services, the increase in net income would be significant as compared to median practice statistics. According to the AOA publication *Caring for the Eyes of America, 2006*, the median gross income per O.D. is approximately \$384,000, and the median net income per O.D. is about \$120,000. These numbers are for a full-service practice, one that incorporates traditional refractive eye care, contact lens care, medical eye care and optical. Why do I raise this issue? Some may say that by incorporating these concepts that we are driving the cost of health care higher. However, I think it is very important to realize that we must follow the rules and guidelines provided to us by the federal government and medical carriers. These models reflect following those guidelines.

Ocular allergy as it exists based upon population statistics affects somewhere between 30 percent and 40 percent of the population. By applying the standard of care to this disease state, government-based reimbursement guidelines suggest that this could generate substantially higher revenue to your practice each year. (See chart below.)

Dry eye affects 25 percent of the population. By applying the standard of care to this disease state,

government-based reimbursement guidelines suggest that this could generate somewhere in the neighborhood of \$175,000 to \$225,000 to your practice.

Looking just at allergy and dry eye, both easy to diagnose and even easier to treat with state-of-the-art products such as PATADAY™ and SYSTANE®, you could add conservatively \$250,000 to your bottom line—more than double the median net income per O.D. figure we discussed before. More importantly, this is in addition to the strong base of refractive eye care you already are providing to your patients.

If you want to incorporate glaucoma into the mix of a total patient care model, coding guidelines would suggest that these services are worth another \$30,000 to \$75,000 per year depending on your mix of diagnostic testing and treatment care. A typical glaucoma patient, who follows a standard follow-up regimen over the course of the first year, could represent up to approximately \$1,000 in revenue for the first year of care. The second and subsequent years, O.D.s could expect glaucoma patients to generate about \$500 to \$600 each in professional service fees.

**Bottom line: Be proactive.** Letting patients know that you provide this care after they have an issue is an opportunity lost. They will seek the care they need, if not from you, then the ER or an urgent care facility, often at a much higher cost. With 2008 coming fast, make your New Year's resolution today. Commit yourself to providing the highest level of care that reflects your training and your expertise by taking care of the entire patient—not just refractively and not just medically. Implement a total patient care model into your practice today. Best wishes for continued success. ■



Dr. Rumpakis

#### Allergy Annuity Model

Average reimbursement for allergic-related visits/visit	\$59.50
Average number of visits for allergic patient in addition to annual exam and refraction	2
Annual allergic-related revenue/patient	\$119.00
Total incremental revenue/year due to ocular allergy	\$153,093.50
Five-year income model of total allergy-related income (assuming a 65 percent attrition rate)	
Year one	\$153,093.50
Year two	\$206,676.23
Year three	\$252,221.54
Year four	\$290,935.06
Year five	\$323,841.55

Sources: Alcon, Practice Resource Management

#### Dry Eye Annuity Model

Average reimbursement for dry eye-related visits/visit	\$59.50
Typical number of visits for non-punctal occlusion patient	3
Typical revenue from Medicare punctal occlusion patient	\$698.75
Typical revenue from non-Medicare punctal occlusion patient	\$1,122.87
Percentage of patients undergoing punctal occlusion	5%
Percentage of Medicare patients (35%)	\$9,476.80
Percentage of non-Medicare patients (65%)	\$28,282.29
Incremental annual dry-eye related revenue	\$169,179.71

Sources: Alcon, Practice Resource Management