

## Meeting Brightens Plans for Future

*O.D. returns to practice, resolved to incorporate medical model*

**K**evin Goldstein, O.D., Westland, MI, returned from his first ALLDocs meeting with a bright outlook, despite a gloomy economy. "I am definitely with an elite group of doctors. We all practice proactively, avoid complacency and use cutting-edge technology to perform the highest quality exam possible," he says.

In this economy, every penny counts. That's why Dr. Goldstein decided he needs to implement the medical model, which was a focus at the meeting, in his practice. He already is offering many of these services for patients, but because "most vision plans don't pay for them, I hadn't been

billing for them," Dr. Goldstein says. "I'm ready to take the steps that will allow me to code appropriately and collect reimbursement for the services that I am providing."

He's getting help, he says, from his affiliation with ALLDocs. He plans to launch his ALLDocs-sponsored web site (see story, page 2) to inform current patients and potential patients about his practice and the full range of services he offers. The site, with online contact lens ordering, will also make him more competitive with other Internet sellers by providing 24/7 access for his patients.



Dr. Goldstein

Dr. Goldstein was impressed with the vendor presentations, especially the introduction to new instrumentation and what it could mean for his practice. For example, he's considering purchasing an instrument that would allow him to analyze macular pigment integrity. "If we can detect early age-related macular degeneration (AMD), it would be silly not to use a piece of equipment like that," he says, especially when a course of ocular-health

vitamins may help slow down the progression of the disease. For young patients with a family history of AMD, his advice could be a huge benefit.

The ALLDocs meeting provided Dr. Goldstein with different perspectives from those he receives at other seminars. "You don't interact as much at other meetings. LensCrafters leaseholders like to share their insight and what they do to promote business," he says.

Learning from the experience of others is always a solid investment. It makes even more financial sense in a sour economy. "It's important now more than ever to practice more proactively and to use the technology to our advantage to remain at the top of our game," Dr. Goldstein says. ■

## The Script on the Box

**A**s the pace of the office becomes more hectic, there's a greater likelihood that communication with patients becomes more inconsistent. Yet preparing scripts for every patient encounter seems cumbersome. As it turns out, reading out loud from an OPTI-FREE® RepleniSH® MPDS starter kit is similar to using a script—and it's easy. Mention the key messages printed on the box, and your patients will hear a consistent message delivered by O.D. and staff and reiterated on the box itself.

**See Your Doctor Yearly For Healthy Vision:** The doctor would like to see you each year because checking the health of your eyes is as important as an annual physical.

**Retains Moisture for Enhanced Comfort:** The doctor recommends

this solution because it will help your new contact lenses feel comfortable and moist.



### For Silicone Hydrogel and Soft Contact Lenses:

This solution is formulated specifically for newer contact lens materials.

### #1 Doctor Recommended:

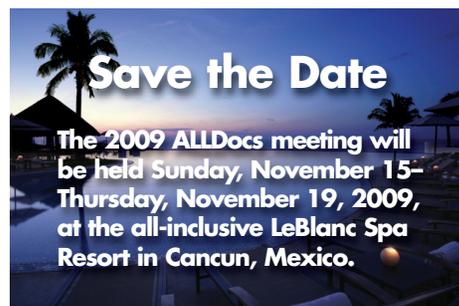
The doctor has selected this brand of solution for you to use.

**This patented formula is not sold under any other name. Always consult with**

**your eye care professional before changing lens care solutions:**

Not all contact lens solutions are the same.

Use the box as your guide to present a consistent and comprehensive message about compliance with your recommended contact lens solution. ■



**Save the Date**  
The 2009 ALLDocs meeting will be held Sunday, November 15–Thursday, November 19, 2009, at the all-inclusive LeBlanc Spa Resort in Cancun, Mexico.

## FROM THE PRESIDENT'S DESK

## The Last Word on 2008

The word from our board members and many of the O.D.s who attended is that this year's ALLDocs meeting at The Breakers was our finest one yet. I want



Dr. Gelb

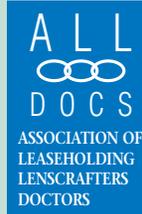
to thank all of the O.D.s and vendors who came to this meeting. While the ALLDocs executive team put a great deal of time and effort into creating a valuable program, we realize that the spontaneous conversations and exchanging of ideas between all of you are just as important. Where else can you find a group of professionals who so clearly share your goals and challenges?

Our goal for 2009 is to make those challenges a little easier. Those who attended the meeting learned that ALLDocs is now offering a fully functional personalized web site to its members, and we've negotiated an incomparable price. With it, you can reach more potential patients.

And we want to enable you to provide more services to these patients, so we brought world-class optometric continuing education to the meeting. Through formal and informal discussions, O.D.s shared the best strategies for incorporating the medical model, electronic medical records and the kinds of technology that can enhance day-to-day practice. Vendor partners and a team of LensCrafters executives shared their visions of the industry and profession, as well as their view of the role LensCrafters' leaseholders will play as optometry continues to evolve.

Because we recognize that a healthy practice is contingent on a healthy practitioner, we incorporated sessions on personal health initiatives. So when I wish you a healthy and prosperous 2009, I mean that on every level. ■

Kerry Gelb, O.D.  
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ALLDocs O.D.s  
Snap up  
Special Offer

Customized web site  
provider's presentation a hit  
at ALLDocs meeting

ALLDocs O.D.s who attended the national meeting enthusiastically responded to the special offer by LogicalSolutions.net, a web site developer contracted by the ALLDocs board to offer customizable practice web sites. ALLDocs annual meeting Title Sponsors Alcon and CooperVision helped the board in de-



ALLDocs members can choose from several templates.

velopment of the web site templates. Web site development often takes several months, but with this system, a practice's site can be completed in just days. Your own practice web site enhances your professional image and maintains a relationship with your patients that extends beyond office hours, allowing 24/7 access. The Premium Web Development Project from LogicalSolutions.net provides different templates that can be used whether a doctor has one office or multiple practice locations. The practice web sites can link with LensCrafters online scheduling, for O.D.s who use that service, and are compatible with various distributors' contact lens re-ordering sites.

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## THANKS TO THE SPONSORS

ALLDocs meetings are made possible by the generous support of our vendor partners. A special thanks to them all.

**Title:** Alcon and CooperVision

**Gold:** ABB CONCISE, Bausch & Lomb, CIBA VISION, Essilor of America, Konan, ODG, SightPath Medical (MSS) and Vistakon

**Bronze:** Advanced Medical Optics, Art Optical, Carl Zeiss Meditec Inc., Eyemaginations, Marco, Ocular Insights, Optos, Paragon/X-Cel, Total Merchant Services, Topcon, Volk and ZeaVision

**EMR:** EMRlogic Systems, EyeCodeRight, LiquidVision, OfficeMate and Crowell Systems

## MEETING PHOTO GALLERY



Alan Hymowitz, O.D.; and Robert Goldberg, O.D.



Back to the future at Ragtops: Anna Hopkins, O.D.; Sid Morse, O.D.; and Dr. Morse's wife, Lisa



Gail Correale, O.D.; Karen Rosen, O.D.; and Anna Hopkins, O.D.



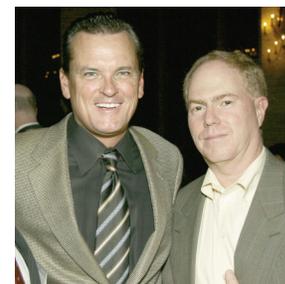
Lynne Roy, O.D.; and Steve Rosen, O.D.



Daraius Unwalla, O.D.



CooperVision's Tom Nicholson; ALLDocs President Kerry Gelb, O.D.; and Alcon's Ed Zajac



Richard Hults, O.D.; and presenter Michael Sherman

## GUEST COLUMN FROM COOPERVISION

### New Products and Rewards

By Tom Nicholson  
Director of Corporate Accounts, CooperVision

**N**ot only is CooperVision offering more products so a wider range of patients can wear contact lenses, but it is also providing ALLDocs O.D.s more incentives to introduce their patients to its lenses and increase profitability as a result.

The CooperVision Rewards program, similar to a frequent-flyer program for contact lens fitters, identifies several tiers for levels of involvement, with more benefits available to individuals at higher levels. Participation in the rebate program will reward O.D.s for their loyalty and growth with the CooperVision lines.

In August, the Biofinity® lens range was expanded to include plus powers from +0.25D to +8.00D (0.50D steps above +6.00D) as well as high-minus powers of -0.25D to -12.00D (0.50D steps above -6.00D).

Proclear® sphere lenses now cover both high-plus and high-minus patients. In the 8.6mm base curve, lenses are now available from plano to -20.00D (0.50D steps after -6.00D) and +0.50D to +20.00D (0.50D steps after +6.00D). In the 8.2mm

base curve, the power range is from plano to -10.00D (0.50D steps after -6.00D).

October brought updates for the Proclear® Multifocal XR and the Proclear® 1 Day product lines. The Proclear Multifocal XR lens is now available in base curves of 8.4mm and 8.7mm, and the XR line covers all powers from +20.00D to -20.00D (0.50D steps above +/-6.50D), with adds of +1.00D, +1.50D, +2.00D, +2.50D, +3.00D, +3.50D and +4.00D. The Proclear 1 Day lens now features plus powers, bringing its range to -0.25D to -10.00D (0.50D steps after -6.00D) and +0.25D to +6.00 (0.50D steps after +5.00D). We've also added a new carton size—30-packs are now available, in addition to the 90-packs—a great option for occasional wearers.

These new power ranges and the CooperVision Rewards program are two more ways CooperVision looks out for your patients and your practice. If you need guidance on using these lenses, please contact me directly at [tnicholson@coopervision.com](mailto:tnicholson@coopervision.com) or 317.417.0677.

Thank you for attending ALLDocs meeting this year—it was a pleasure getting to know more of you. ■



Tom Nicholson

# IMPLEMENTING THE TOTAL PATIENT CARE MODEL

## Coding at the Speed of Change

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

**T**he mantra for the 2008 election was change. O.D.s may not be looking for change, *per se*, but you should be prepared for its arrival. I'm not talking about political change—although with health care reform a top priority for the new administration, that may be true. However, in the world of medical coding, change is a constant.

One of the most common comments I hear from people is this: "I have been to coding lectures before. Why do I need to go to another one?" My answer is simple. While some very basic tenets of medical coding stay the same, many of the rules, guidelines and regulations change frequently. And it remains the responsibility of the eye care practitioner to understand these changes and how they can affect coding practices.

For example, while the code for a procedure such as fundus photography doesn't change, the underlying medical necessity rules, covered diagnoses, utilization guidelines or recording requirements can change.

The year 2009 promises many changes within the CPT and ICD-9 systems. There will be more than 1,000 updates, including 50 E/M changes—not solely specific to optometry. Above is a simple breakdown of the number of changes.

These resolutions can help you keep up. Consider

it a game plan to keep your practice geared for top performance.

◆ Attend at least three or four coding lectures or classes per year. If you can't make it to an actual class, look for online lec-



Dr. Rumpakis

tures, and read this column and others like it.

◆ Don't assume that you can rely on previous knowledge. Current knowledge is critically important to you and your practice.

◆ Share the knowledge by making sure your key billing staff members attend the lectures or read the information. Create a plan that allows all key staff and O.D.s to know when rules change so your practice stays compliant.

These suggestions should help you put the "continuing" in continuing education. The sooner your practice develops such a plan and the more

comfortable you and your staff are with the idea that coding changes will come—often at a rapid pace—the better positioned you will be. You can be confident that you are providing your patients with full-service eye care in a convenient setting. It's good for them; it's good for you. And it's good for the health care system because these patients are not bounced needlessly from one provider to another.

Here's to finishing a successful 2008, and best wishes for a stellar 2009. ■

### 2009 Code Changes Count by Code Set

Section	New	Revised	Deleted
Anesthesia	2	2	0
E/M	17	18	15
Surgery	36	58	9
Radiology	4	1	6
Path & Lab	7	17	1
Medicine	67	20	37
Category II	147	10	2
Category III	14	7	22
<b>Total</b>	<b>294</b>	<b>133</b>	<b>92</b>

#### 2009 ICD-9-CM:

367 New Codes  
60 Revised Codes  
25 Invalid Codes

#### 2009 HCPCS

Level II  
Yet to be announced

## Web Site Offer

*Continued from page 2*

Doctors can customize the site by adding biographical information, eye health resources or uploading office forms that patients can print and complete. O.D.s can also produce their own content, such as text to highlight equipment or services.

News from the ALLDocs board can be viewed on your site, and practice news can be uploaded, as well. The web site will have one national advertisement, but the designs are very flexible to accommodate local ads. View a web site already launched at [contactlensandvision.com](http://contactlensandvision.com), or sign up for this exclusive offer at [alldocs.logicalsolutions.net](http://alldocs.logicalsolutions.net). ■

**SYSTANE®  
ULTRA  
Lubricant  
Eye Drops  
Now  
Available**

