

12 Hours of CE Offered at ALLDocs Meeting

*Nine hours of medical/pharmacological CE and
three hours of practice management CE*

If you haven't done so already, now's the time to book your trip to Laguna Beach, Calif., for the 2010 annual ALLDocs meeting. This year's meeting will be held Nov. 1-5 at the Montage Laguna Beach.

Midway between Los Angeles and San Diego, the Laguna Beach-area experiences an average high of 70 degrees in November. Its prime location makes it easy to travel to other California destinations during your stay, so consider this option when making your travel plans.

Speakers

Our speakers will offer nine hours of medical/pharmacological CE and three hours of practice management CE.



Dean Ornish, MD

Dr. Ornish, founder and president of the nonprofit Preventive Medicine Research Institute in Sausalito, Calif., is the author of six best-selling books.

Dr. Ornish

His most recent book, *The Spectrum*, helps readers develop a personalized way of eating to accomplish their specific goals. Each plan features three components: nutrition, stress management and exercise.

Stuart Richer, OD, PhD

Dr. Richer is an associate professor of Family and Preventative Medicine at Chicago Medical School and of Clinical Optometry at the Illinois College of Optometry and the University of Missouri,



Dr. Richer

St. Louis. Dr. Richer is actively involved in primary care optometry and clinical antioxidant research. His research interests include aging, prescribing nutrients in the intervention of age-related macular degeneration, low-tension glaucoma, diabetic macular edema, prevention of cataracts and dry eye.

Murray Fingeret, OD, FAAO

Dr. Fingeret is the Chief of the Optometry Section at the Brooklyn/St. Albans Campus of the Department of Veterans Administration New York Harbor Health Care System, and an associate clinical professor at the College of Optometry Institute, State University of New York. Dr. Fingeret is also executive vice-president of the Optometric Glaucoma



Dr. Fingeret

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Location, Location, Location



The oceanfront Montage Laguna Beach is the ideal location for the ALLDocs annual meeting. Before and after the meeting, dine at one of the hotel's four restaurants and grills, or relax and enjoy live entertainment in the Lobby Lounge. Guests at the hotel can visit the beach or infinity-edge, oceanfront pool and have access to three nearby golf courses. The resort also showcases a museum-quality collection of fine art.

The Montage Laguna Beach is two miles from the heart of downtown Laguna Beach. Here are activities and events in this area:

- ◆ The Art Walk (first Thursday of the month)
- ◆ El Morro State Park (hiking/biking—10 minutes)
- ◆ Mission San Juan Capistrano (15 minutes)
- ◆ 165 art galleries in a five-mile radius
- ◆ San Diego Zoo (75 minutes)
- ◆ Disneyland (40 minutes)
- ◆ Shopping downtown and in Costa Mesa (within 35 minutes) and Newport Beach (within 20 minutes)

ALLDocs Meeting Schedule

- ◆ **Monday, Nov. 1:** Arrivals, golf, welcome reception
- ◆ **Tuesday, Nov. 2:** Meetings, sponsor exhibit set up, Sponsor Fair, 6-9 p.m.
- ◆ **Wednesday, Nov. 3:** Meetings, Sponsor Fair, 6-9 p.m.
- ◆ **Thursday, Nov. 4:** Meetings, gala farewell event
- ◆ **Friday, Nov. 5:** Departures

ALLDocs Meeting

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Society and chair of the Glaucoma Diplomate committee of the American Academy of Optometry.

Robert Weinreb, MD

At the University of California, San Diego, Dr. Weinreb is a distinguished



Dr. Weinreb

professor of ophthalmology and holds the Morris Gleich MD Chair of Glaucoma. He is also the director of the Hamilton Glaucoma Center, known for its state-of-the-art laboratory, clinical research facilities, world-renowned team of scientists

and staff and unique cross-disciplinary investigative programs.

Neil Gailmard, OD, FAAO

Dr. Gailmard is currently editor of the *Management Tip of the Week* e-newsletter, which is distributed to more than 14,000 eye care professionals worldwide. He owns a Munster, Ind., practice and consulting company, and he lectures frequently. He created and chaired the American Optometric Association's award-winning Practice Management University program.



Dr. Gailmard

FROM THE PRESIDENT'S DESK

Top 10 Reasons to Attend the ALLDocs Meeting



Dr. Gelb

1. Networking: For four days, you'll be in the company of eye care professionals who understand your practice better than anyone else.

2. Education: This year, we're offering 12 hours of CE, providing both clinical and practice management pearls.

3. Vendor interaction: The ALLDocs meeting provides unique opportunities to spend time with vendor representatives in a relaxed setting.

4. Time to reconnect: Many ALLDocs members say they look forward to seeing old friends and making new ones at these meetings.

5. Hearing from LensCrafters: It's a chance to hear directly from LensCrafters corporate representatives.

6. The speakers: Glance at these pages to see the lineup of world-class speakers on a wide range of topics.

7. Great golfing: The golf event at ALLDocs is a unique opportunity for attendees and sponsor representatives to establish and solidify business partnerships.

8. You direct ALLDocs: During the annual meeting, we set much of our agenda for the coming year. Many of the initiatives we've undertaken, such as negotiating for certain contracts or special pricing, have started at an annual meeting.

9. Total access: Our meeting size is more intimate than most large, national meetings. So if you want to talk to vendor representatives, your ALLDocs board, LensCrafters representatives or the speakers, you'll have your chance.

10. Laguna Beach: Dude, Laguna Beach!

If you haven't already made your plans to attend, I encourage you to do so now. If you're already committed to going, we look forward to seeing you there.

Kerry Gelb, OD
drkmg@comcast.net



Dr. Ziegler

Dave Ziegler, OD

Dr. Ziegler is an associate clinical instructor for two colleges of optometry and instructs fourth-year optometry students at his practice's office in West Allis, Wis. He serves on advisory panels for several eye care companies, participates in clinical research for contact lens and pharmaceutical companies and lectures internationally on a variety of eye care topics. ■

Thanks to the Sponsors

ALLDocs wants to acknowledge these sponsors that have committed already to support the annual meeting.

◆ **Title Sponsors:** Alcon and CooperVision

◆ **Platinum Sponsors:** AMO, Bausch+Lomb and CIBA VISION

◆ **Gold Sponsors:** ABB CONCISE, ODG and Optos

◆ **Bronze Sponsors:** Allergan, Art Optical, Essilor Contact Lenses, Essilor Ophthalmic Lenses, Eyemaginations, Marco, Topcon, Transitions Optical, X-Cel Contacts and Zeavision

◆ **EMR Sponsors:** ODPro and RevolutionEHR

COOPERVISION GUEST COLUMN

Your Reputation Precedes You

By Dennis Murphy, President of the Americas, CooperVision

Last year, CooperVision's Tom Nicholson returned from your annual meeting with an engraved silver platter and an honorary ALLDocs membership. That indicates a special relationship with CooperVision—one that we value tremendously. That's why we return this year to your meeting as a Title Sponsor, proud to be the top contact lens company to sponsor your meeting.

We do this to thank you for the support you give us. Many ALLDocs ODs select CooperVision products as their first choice in contact lenses. Your usage of CooperVision products continues to grow at a double-digit rate. Certainly, that reflects the quality and range of the products we offer, but it may also reflect our similar philosophy: doctors should drive contact lens choices for their patients. We're not only committed to bringing you innovative new products but also services to help solve the challenges you face in your practice, ranging from attracting and



Dennis Murphy

retaining patients to improving practice profitability.

We want to help you do more of that and add even greater value to ALLDocs as a group and to its individual member doctors. Our commitment to continual innovation in contact lens products is just one part of that. We also want to help you grow your businesses by helping you create an impact outside of the exam room.

To that end, on Tuesday, Nov. 2, we will hold a two-and-a-half hour session on the opportunities that exist by maximizing social media and other web services. As a progressive company, CooperVision wants to help doctors compete in a tough market. This presentation will shorten your learning curve and provide you with the confidence—as well as some content—to market your practice on the Internet. As progressive doctors, you'll likely lead this trend, too. ■

Dennis Murphy is President of the Americas for CooperVision, Inc. His career to date includes leadership roles in the health care, medical products and consumer products industries, as well as start-up companies. His expertise lies in customer relationships, strategic leadership, and building and developing sales and marketing organizations.

Script It for Consistency

To ensure that messages about contact lens care and compliance are consistent, try using a script. That way, you'll know that associate doctors and staff are providing the same strong message.

Suggested Doctor Script

- ◆ These lenses are going to feel great on your eyes.
- ◆ Now this is important: To keep feeling comfortable, all day long, I want you to use only OPTI-FREE® RepleniSH® Multi-Purpose Disinfecting Solution.
- ◆ It's very effective in cleaning and disinfecting your lenses, but it's also gentle on your eyes and contains Tear-Glyde® reconditioning system for moist and comfortable lenses.
- ◆ Please call the office if you have any problems with comfort or vision. We

want to address those problems before they become serious. And one of the first questions I'll ask you is what solution you're using. I find people who stay with OPTI-FREE RepleniSH solution tend to have comfortable lenses at the end of the day. So, I'll see you again in a year for your next comprehensive exam—but know that you can call me in the meantime for any eye-related problem you have.

Suggested Contact Lens Technician Script

- ◆ I see the doctor prescribed OPTI-FREE® RepleniSH® Multi-Purpose Disinfecting Solution for you. It's his/her recommendation for any patient who has the kind of contact lenses you're wearing.
- ◆ I have a valuable coupon that you can use for your next bottle of

OPTI-FREE RepleniSH solution.

◆ I'm sure you've found a product where the store brand doesn't match the quality of the name brand... shampoo? detergent? Sometimes store brands are good, but there are differences with multi-purpose solutions. They are generally older technology formulations. The doctor recommends OPTI-FREE RepleniSH solution to help keep your new lenses feeling clean and comfortable.

◆ Let me show you/review how to care for your new lenses. Then we'll make your appointment for your [follow-up visit and] next comprehensive exam in a year. ■



IMPLEMENTING THE TOTAL PATIENT CARE MODEL

What's in It for Me...?



John Rumpakis, OD, MBA

Looking back over the past several years, I have written a column for you each quarter extolling the virtues of putting the "3 Es" to good use in your practice—your education, your expertise and your experience—and the benefits that your patients would get from them. Each quarter, I find pockets of resistance within our ranks, from individuals who just don't like change to individuals who say that they can make more money from general exams and contact lenses.

It's my fault...

You see, I have never written a column that spells out the financial benefit for the doctor. Why? Because practicing to the fullest extent of our education and licensure should be based upon

our desire and obligation to provide the very best care to our patients, whether it is refractive or medical, and never based upon individual financial gain. But then, that's not how the world works, right? So here we go—let me tell you what's in it for you...

First, let's start with some basic market statistics. The average spectacles wearer returns for an eye exam somewhere in the neighborhood of once every 27 months. The average contact lens wearer returns approximately once every 17-18 months. Surveys have demonstrated that about 42 percent of the U.S. population experiences symptoms of ocular allergy, and that 25-30 percent of the U.S. population suffers from treatable dry eye. We also know that on average about 35 percent of the average practice's patients are contact lens patients who also purchase spectacles, plano sunglasses, contact lens solutions and more. These final statistics are relevant and most impressive: approximately 77 percent of the U.S. population sees an optometrist for first-time eye care, and about 66 percent of Americans maintain their ongoing care with an optometrist.

So how does that translate into *what's in it for me*? There are approximately 310 million people in the U.S. today. Based upon our earlier numbers, that means that 205 million patients are seeking out about 30,000 ODs for their ongoing care. That translates into about 6,800 patients per year per OD. Of those 6,800 patients per OD per year, about 2,400 will want contact lenses (average fitting fee between \$25-\$65), 2,900 of them have symptoms of ocular allergy (average office visit between \$39-\$67), and about 1,800 of them have treatable dry eye (average office visit between \$39-\$67). Additionally, since an allergy patient needs to be seen every six months, and a dry eye patient needs to be seen every 3-4 months, the average return rate of a basic spectacles patient shrinks from 27 months to 14-15 months, and the contact lens patient down to 12-13 months.

So, what's in it for you in addition to providing the highest quality care for your patients? I guess the best answer I can think of is opportunity—but just like everything else in life, what you get out of it depends on what you put into it... What's in it for you? You figure it out—it's all in the numbers... ■

Check out this new **FREE eyeVIP™** Program that will impact....

- Your Patient Education and Retention
- Your Practice Growth

eyeVIP™

Contact your local Alcon Consultant
or Alcon Customer Service at 800-451-3937.