

The ALLDOCS Newsletter

Rx Therapeutics for Practice Growth

Create a Process to Share Information Learned

Practice doctors take turns attending ALLDocs meeting for networking, ideas, education and deals

The annual ALLDocs meeting is on the calendar every year at Today's Eyecare in Lafayette, La. Although **Joseph Atkins, OD**, isn't at the meeting every year, he never misses out. In the six years he's been practicing in a LensCrafters leaseholding practice, Dr. Atkins and his two colleagues alternated attending or staying behind to keep the office covered. Now that Today's Eyecare has added a fourth doctor, the practice can have an even bigger presence at the meeting.



Dr. Atkins

The doctors return to the office with a wealth of information, so they've established a routine to share ideas and take action. The attending doctor has a few days to create an outline and agenda, and then the doctors discuss the information. A staff meeting follows to get everyone on board. There's always a lot to talk about. "The continuing education is

great, and the practice management is so applicable to us since we are meeting with like practices," Dr. Atkins says. "When I go to other continuing education sessions, they often talk about the optical and issues that don't concern us. This is specific education for our practice."

Dr. Atkins returned from the 2010 meeting with the goal of sprucing up his web and social media presence. Todayseyecare.com has been completely redesigned. Visitors can find video clips from the practice's TV commercials embedded on the homepage, in addition to an online appointment-making feature, current eye health-related news and more. The practice also created a blog and Facebook page, and Dr. Atkins says he hopes the practice will implement recalls via email and text message soon.

In the past, the doctors have implemented other ideas and added new instrumentation, thanks to the deals vendors bring to the table. "Whenever we come back, there's something new," he says. The doctors have added a specular microscope and optical coherence tomographer, and they are looking forward to the 2011 meeting in hopes of purchasing a retinal camera. "The selection, discounts and offers at the ALLDocs meeting are the best," Dr. Atkins says. "If you're in the market for new equipment, it's a good time to go." ■

New Docs: Don't Miss Out

Dr. Joseph Atkins encourages all doctors to attend the annual ALLDocs meeting, especially new graduates or doctors new to LensCrafters. "It's a really good investment, even if you are new to practice and think you don't have the time to be away," Dr. Atkins says. ■

Make Plans Now



The 2011 ALLDocs annual meeting will be held Oct. 16-20 at the Boca Raton Resort and Club, a Waldorf Astoria property. Look for more information soon. ■

Photo from Boca Raton Resort

Annual Meeting Provides Time for Thoughtful Analysis

In addition to the opportunities **Tonya Lindsell, OD**, has inside her Cincinnati, Ohio, LensCrafters-affiliated practice, she also enjoys the camaraderie of meeting with her LensCrafters colleagues at the annual ALLDocs meeting. At a recent meeting, Dr. Lindsell took advantage of the many vendors on site to examine and choose the electronic medical record (EMR) system that was right for her office. "It requires a lot of time analyzing so many different systems," Dr. Lindsell says, and the process can be overwhelming.



Dr. Lindsell

The ALLDocs meeting provided the chance to step away from the office

Continued on page 2

Annual Meeting

Continued from page 1

routine, making the whole process of analyzing more manageable. She wanted a system that relied more on clicks of the mouse instead of typing. She chose one that is also compatible with the instrumentation she had and planned to add, allowing data to integrate seamlessly into her patients' files.

Instead of hesitating and debating adding high-tech instrumentation such as an EMR system, Dr. Lindsell follows Nike's mantra and says just do it. She has successfully integrated imaging equipment from Optos, an optical coherence tomography unit, a pachymeter, a wavefront aberrometer and an automated refracting system. "I think a lot of us are afraid to invest money into our practices, but it's not only profitable; it also provides a better patient experience and retention." She's glad she had the opportunity to review, ask questions and make a decision at meetings such as the ALLDocs annual meeting. ■

Doctor's Recommendation Carries Weight

Dr. Tonya Lindsell knows how important it is for patients to leave her office with a firm understanding of the brand of contact lenses she prescribes, the replacement schedule and the contact lens cleaning solution that will help keep their lenses and eyes feeling comfortable during wear.

She promotes annual supplies of contact lenses and her preferred cleaning solution for better compliance and patient satisfaction. "My staff is trained to assume that everyone will buy the annual supply," Dr. Lindsell says. "The staff has the price with rebates and discounts ready for the patient after the exam." An in-office discount is an added incentive to annual supply purchases.

Dr. Lindsell also recommends OPTI-FREE® RepleniSH® Multi-Purpose Disinfecting Solution from Alcon as her contact lens solution of choice. She gives new contact lens wearers a sample so they can identify the brand she prefers and experience the enhanced comfort it provides. With established contact lens wearers, she reviews the essentials and reminds them of her recommendation to stay with the OPTI-FREE® RepleniSH® brand. Returning lens wearers are often those who have fallen into bad habits, such as "topping off" solution or buying the least expensive product. "It is important for the doctor to make a strong lens care recommendation and to convey that there are differences in lens care solution products to contact lens patients," she says.

In fact, Dr. Lindsell is so convinced that her recommendation carries weight with patients, she'll write the solution brand name on the contact lens prescription. "It is very helpful if the patient leaves with a contact lens prescription in conjunction with the preferred contact lens solution." ■



FROM THE PRESIDENT'S DESK

Florida Setting Promises Fun while Learning



Dr. Gelb

The ALLDocs annual meeting will be held Oct. 16-20, 2011, at the Boca Raton Resort and Club, a Waldorf Astoria property. So you already know you will be treated well. But it's not just the hotel staff that has your best interest at heart. Your ALLDocs board has been working on making this meeting the strongest ever.

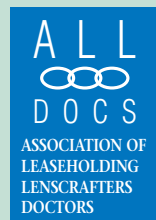
This year, the presentation topics will be divided between the two for which most doctors have expressed a strong interest: medical continuing education and business education. In more detailed information coming soon, you'll see that there will be a variety of courses to enable you to return to your practice, ready and able to implement changes. Whether you're looking to hire the

correct employee, add specialty contact lenses to your practice or understand the latest developments in medical billing, we've got you covered.

We've also built in group time to allow participants to exchange ideas. Explore the vendor fair at an unhurried pace; vendors are delighted to share their expertise and incredible pricing with ALLDocs members.

In this issue, several doctors discuss what makes ALLDocs meetings so valuable to them. If you've never been, come and see what it's all about. If you're a regular attendee, we look forward to seeing you there.

Kerry Gelb, OD
drkmg@comcast.net



COOPERVISION GUEST COLUMN

Biofinity® Multifocal Exceeds Expectations

By Harvard Sylvan, OD, Director,
Professional Relations, CooperVision

What factors determine your willingness to fit a new contact lens when it first becomes available? Recent focus group results indicate that one of the most important reasons is the recommendation of a respected peer who has had success with that lens. Four of your respected colleagues—**Dr. Jack McIntyre, Dr. Steve Lutz, Dr. John Magalhaes and Dr. Polly Hendricks**—received Biofinity® Multifocal fitting sets in April to provide an evaluation of lens performance prior to the June launch. As a panel, they recently shared their initial impressions with several dozen LensCrafters leaseholders.

Every one of the panelists was impressed by the clinical performance, ease of fitting and the patient response.

Comfort: Whether as first-time wearers or after being refit from another brand, patients unanimously rated the Biofinity Multifocal as having outstanding comfort. The comfort was better even when being switched from Proclear® Multifocal.

Optics: The panelists reported that patients achieved excellent visual acuity, especially in the intermediate and near range. Patients preferred

the Biofinity Multifocal optics over the competitive lens they tried.

Ease of fit: The panelists agreed that the new Biofinity Multifocal fitting guide has simplified the fitting process and increased the success rate. Of course, many of these accomplished fitters were already doing what the new guide suggests, which is why CooperVision developed it. We listen and respond to what our accounts tell us. CooperVision now recommends that doctors begin with two D lenses for patients whose add requirements are +1.00D to +1.50D. Use the D and N combination for higher add requirements.

The take-home point: The new Biofinity Multifocal lens will provide patients with outstanding comfort and excellent optics. By using the new fitting guide, you'll be able to reduce chair time. The success of this lens should allow you to satisfy the needs for many in the large, and increasing, presbyopic patient population. That, in turn, should result in increased referrals and profitability. I encourage you to fit Biofinity Multifocal. Your view of multifocal lenses is about to change.

Please contact your CooperVision sales rep for more detailed information and a fitting set. ■



Dr. Sylvan

Alcon Introduces New Solution

Alcon, the global leader in eye care, has created another breakthrough in contact lens care technology. New OPTI-FREE® PureMoist® Multi-Purpose Disinfecting Solution (MPDS) was developed specifically for today's advanced soft contact lens materials. OPTI-FREE® PureMoist® MPDS contains a synthetic block co-polymer, HydraGlyde® Moisture Matrix, which provides 16 hours of lens wettability.^{1,2}



HydraGlyde® Moisture Matrix adheres to dry areas on the surface of contact lenses and embeds itself on and within the lens surface. It works independently of the patients' tear film to create a moisture-rich environment.

The solution has been shown to remove protein deposits and reduce lipid deposition while providing moisture and comfort from insertion to removal. OPTI-FREE® PureMoist® MPDS continues to maintain the strong antimicrobial efficacy associated with the disinfecting system of POLYQUAD® and ALDOX® preservatives. ■

■

¹Data on file, Alcon Research Ltd.

²Lally J, Ketelson H, Borazjani R, et al. A new lens care solution provides moisture and comfort with today's CLs. *Optician*. April 01, 2011.

Merger Brings Product Lines Together

The merger of Novartis® and Alcon® is creating a global leader in eye care. CIBA VISION® contact lenses and Alcon consumer eye care products will be part of the diversified portfolio. ■



IMPLEMENTING THE TOTAL PATIENT CARE MODEL

Why Change Anything?

Hesitation in making practice improvements can be costly



Dr. Rumpakis

By John Rumpakis, OD, MBA

Do you ever wonder why patients leave your practice or make “bad choices” by going to a practice other than your own? What on earth could they be thinking, and why would they ever consciously make that choice? After all, you work hard to offer the

very best in clinical care to them. Maybe the problem is that they haven’t received the education from you that they need to make better choices.

Patients (dare I say consumers?) are faced with thousands of marketing impressions and decisions about where to spend their dollars each day. Have you ever visited a retail store to see the vast array of contact lens solutions sold? Wow—what a confusing situation for consumers. Often, what goes into their decision-making process is based upon what occurred at their last visit to your office or how you have differentiated yourself in the marketplace.

In a typical office, 80-90 percent of your contact lens patients are experienced contact lens wearers (i.e., they know it all, already). Many have worn many different types of lenses and used various contact lens solutions over the years. Do you and your staff treat these patients differently than new contact lens wearers? Is the education process as intensive with these returning patients? Some doctors find that the returning contact lens patients actually need a re-education. New wearers are often more compliant than longer-term contact lens patients. Experienced contact lens patients may have developed bad habits with lenses and solutions; in other words, they may have grown complacent.

In a recent patient study, the importance of the doctor’s recommendation was greater than 70 percent in patients’ purchasing decisions, while price was a factor less than 20 percent of the time.

We have to understand that patients are no more qualified to differentiate between eye exams from various practices or products on the shelves than we are qualified to evaluate plumbing

services from two different plumbers. People judge the experience and whether or not their doctors and staff treat them with respect and kindness—nothing more than you would expect when you visit your doctor’s office. Patients are looking for a personalized recommendation from you about their next exam, their contact lens wearing schedule and the type of multipurpose solution they should be using.

I realize that life is busy and you often don’t have the time or energy to find out what your patients are doing or think of their experience in your practice. If the patient is truthful about his or her compliance, or if the patient mentions a complaint during the visit, you have the chance to correct that patient. But more often, the patient just

leaves or doesn’t come back as often as appointed, and you never know why. Was it really the patient’s fault? Did you assume the patient was compliant, did you re-educate him or her about new technology and compliance studies? Did you do something to improve the experience? Or was it a lackluster or rushed effort?

Asked the right questions, patients will tell you what they are doing

or what they liked and disliked about your practice. Better yet, they’ll provide a perspective on your strengths and your potential weaknesses. If you act upon this information, it can help you differentiate yourself in the marketplace. Do people appreciate your clinical skills, or is it your location/hours that make you their eye doctor? Is your staff or your optical selection the big draw? Could it be that you were the only doctor that asked the right questions and listened to what they had to say before offering your clinical advice?

The very best communication skill beyond asking good questions is being a good listener. The best business skill is learning from what you hear and applying it to improve the patient experience. We often look at other successful practices and say, “I could have done that,” or “I wish I thought of that.” Don’t be stuck in the world of “woulda, coulda, shoulda”—be part of the new paradigm of ask, listen, learn and lead. ■

“Experienced contact lens patients...may have grown complacent.”