

Doctor's First ALLDocs Meeting Makes a Strong Impression

While **Wayne Ridings, OD**, of Little Rock, Ark., attended a LensCrafters function for top doctors in his region, he heard from his colleagues there that the ALLDocs meeting was worthwhile. Dr. Ridings, who became an ALLDocs member about 18 months ago, decided he would attend the meeting in Cancun this past November, his first.

"A lot of useful information was passed along via the vendors and the other doctors," he says. What he enjoyed particularly was that the meeting was just large enough to draw top vendors with excellent offers but also small enough that he could spend one-on-one time with the vendors. "At the big meetings, it's impossible to spend enough time with a vendor to go into specific details. Here, we had time to go in depth." In addition, he could also ask his colleagues about products or services. "I could ask them how they use the product, how it works in the practice and how it

helps their bottom line. Having that information to draw upon, in addition to what the vendors had to say, allowed

me to do all my research in a few days, essentially," he says.

That meant he could return to his office with a game plan. "The Contact Lens Initiative is a great idea. That's something we integrated immediately," he says. He also developed short- and long-term goals and identified new contact lenses he would try in his office.

The meeting was jam-packed with CE and practice management sessions. The speakers were excellent, he says. First-time attendees should know that these meetings are heavy on education, even while the location and venue are wonderful. "You want to maximize your time away from the practice because it costs you to be gone. This meeting is definitely more conference than vacation, and I don't see this as one I'd choose to miss in the future. It exceeded my expectations on every aspect, from the location to the speakers and everything in between." ■

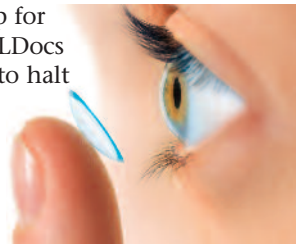


Dr. Ridings, third from left, enjoyed all aspects of his first ALLDocs meeting. He played golf with (l-r): Mitch Wessels of Luxottica; James Williams, OD, of Frisco, Texas; and Steve Rosen, OD, former ALLDocs member and unofficial meeting photographer.

Contact Lens Initiative Unveiled

About 75 more ALLDocs members signed up for the Contact Lens Initiative (CLI) at the ALLDocs annual meeting. The program is designed to halt the erosion of 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 slowing 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 sales. ALLDocs members who signed up at the meeting received a starter kit with all the tools and materials needed to implement the program immediately.

In future issues of *ALLDocs*, we will feature stories of doctors who have implemented the program and its effects. If you have a question on implementation of CLI, contact Ken Zierler at kzierler@comcast.net. ■



ALDOCS ANNUAL MEETING

**Sept. 22-27, 2013
Colorado Springs, Colo.**



Retain Your Presbyopes

Dispel the myths about multifocal contact lenses


The number of contact lens wearers drops dramatically after emerging presbyopes reach their 40s. In the past, eye care practitioners may have felt that fitting emerging presbyopes with the right near-vision correction demanded too much chair time or that patients were okay with the compromised vision achieved with monovision fits. Symptoms of dryness often increase with age; it wasn't worth the effort to fit patients who were likely to drop out in the near future anyway. AIR OPTIX® AQUA Multifocal contact lenses can change your—and your patients'—perception about multifocal contact lenses. These multifocal lenses provide a solution with an easy fit, excellent vision and comfort. The unique presbyopic lens with three add powers is designed to fit emerging presbyopes

successfully sooner and smoothly transition patients through the different stages of presbyopia so that they can stay in contacts longer.

The AIR OPTIX® AQUA Multifocal contact lens Precision Profile design provides clear vision at all distances in emerging presbyopes, provides consistent add power across the entire spherical power range for a predictable fit and features a proven aspheric back-surface design for optimal centration and fitting. AIR OPTIX® AQUA Multifocal contact lenses are available in a LO ADD option for patients with up to +1.25D of add power, ideal for the emerging presbyope. The MED ADD, for patients with +1.50D to +2.00D demands, and the

HI ADD, for patients with greater than +2.25D requirements, mean practitioners can transition patients smoothly and retain them longer in multifocal lenses. These options make it easier to find the correct lens for a wide range of presbyopic patients. ■



 See product instructions for complete wear, care and safety information.

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.

FROM THE PRESIDENT'S DESK

Preparing for the Future

Each year, the ALLDocs meeting provides me with a vision for the future and our growth as an organization. Several enhancements are already under-



Mimi Guarneri, MD, keynote speaker and author of *The Heart Speaks*, with Dr. Gelb

way—such as the Contact Lens Initiative; expanded content for the web site, including presentations from the 2012 meeting; and an ALLDocs Facebook page. Hats off to Judi Schaffer, OD, for starting that.

Your ALLDocs board is planning more, too. We're de-

veloping a recruitment brochure and looking for vendor support to add new ALLDocs offices. We have also begun planning the 2013 meeting in Colorado Springs, as well as webinars throughout the year. Feel free to suggest topics that are of interest to you.

Finally, I want to thank all of you who took the time to come to Cancun for our meeting. We wouldn't be able to host meetings of this caliber at such high-quality destinations if it weren't for the generous

support by our vendor partners. In the year ahead, I encourage you to work with the vendors who work with us:

Diamond: CooperVision

Platinum: Alcon and B+L

Gold: ABB CONCISE, AMO, ODG and Vistakon

Silver: Transitions Optical

Bronze: Allergan, Art Optical, CrystalPM, Diopsys, EMRLogic, Eye Solutions, EyeCarePro, eyedeez, Eyemaginations, Liberty Sport, Optiport/CLX, Optos, Paragon/Xcel, RevolutionEHR, Topcon and ZeaVision

In coming issues, you'll hear much more about the exciting 2013 meeting at the Broadmoor in Colorado. We're adding a day to bring in even more education and practice management and allow you to experience the beauty of Colorado in September. ■


Kerry Gelb, OD
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COOPERVISION CORNER

Move into Social Media with Confidence

CooperVision offers two programs to help you manage your online presence

By Tom Nicholson

At CooperVision, we understand that your top priority is providing your patients with the best eye care, not managing your practice's online presence and reputation. That's why we created two programs to help expand your business with guidance from technical experts on technology solutions so you can manage your online presence.



Tom Nicholson

The first is the CV+ Program, a comprehensive program for your e-business needs. Members of this program enjoy access to highly knowledgeable digital experts who will work with you on a plan of action for your practice, including social media and patient engagement, your practice's web site presence, online reputation management and practice management technologies.

CV+ Program consultants will provide you with educational content, such as ongoing quarterly regional and web-based seminars on e-business as well as best practices from across the industry and benchmarking data.

It's a four-step process that begins with an e-business plan interview, during which you and your sales

representative discuss your current e-business goals and plans. From there, the CV+ e-business team develops a customized plan for your practice. This includes best-in-class solutions with the opportunity to partner with leading technology solutions providers at tremendous savings. Best of all, the CV+ team will help you maintain the gains you've made, providing ongoing support and plan follow-up.

Another offering is CV+ Local, a program to help you optimize your business listings, fine-tune your online profiles and improve your placement in online searches. Participants in this program learn how to optimize local search engine ranking so your practice stands out from the competition. You'll understand how to control your practice's Google+ Local, Yelp and Yahoo local profiles, as well as receive custom in-office signage and tips to get and improve reviews and rankings. A CV+ Local summary report will illustrate the impact from these enhancements.

We know you already carry a tremendous responsibility in taking care of your patients and your practice. That's why CooperVision wants to be your business partner, not just by providing a wide range of high-quality contact lenses but also the kinds of services that can help you grow your business. Contact your CooperVision representative to find out how to get started with CV+ and CV+ Local. ■



Ask your CooperVision representative about the CV+ programs.

ALLDocs Meeting Gallery



ALLDocs meeting planner Richard Hults, OD, with Alaina King and Matt King, OD, of Old Saybrook, Conn., a regular ALLDocs meeting attendee



Scott Young, OD, and Stacey Young, OD, of New Philadelphia, Ohio, were first-time attendees, with Lynne Roy, OD, of Brookfield, Wis., a regular attendee.



(Above): Tosh Arciaga, OD, of Tampa, Fla., first-time attendee and his guest, Mikaela Fredin, join longtime ALLDocs member and frequent OneSight trip participant Doug Kiefer, OD, of Fort Collins, Colo.



(At right): ALLDocs attendees at this focus group session are sporting their Havaianas® flip flops, a gift from ALLDocs.

AVOIDING THE RACE TO ZERO

Make 2013 the Year of Compliance

By John Rumpakis, OD, MBA
Practice Resource Management

A new year already! Let's discuss one of the critical items that you *must* to do in 2013: focus on patient compliance. I realize that compliance comes in many shapes and sizes. But in order for your patients to be compliant, your instructions to them must be crystal clear, and everyone in your office must be communicating the same message. To communicate a compliance message effectively, it is critical that you explain in very simple terms what you want patients to do and, more importantly, *why* you want them to do it.

Let's take contact lenses as a prime example of where better patient compliance can lead to clearer vision, more comfortable lenses and an overall more enjoyable and fulfilling experience for your patients. If you have prescribed daily disposable lenses to your patients, for example, you need to make sure that they understand that disposing of them daily is critical to their overall ocular health and visual performance. As their doctor, you can "engineer in success" by choosing a daily disposable lens that is truly designed to be a daily lens, such as DAILIES® AquaComfort Plus® contact lenses. Help patients understand that they have some "skin in the game" by making sure that they



Dr. Rumpakis

know what a large part they play in their own success by following the instructions that your office has provided. They must realize that they can minimize ocular health and comfort-related issues by being compliant.

You can apply this same approach to contact lens care solutions. Tell patients that you recommend OPTI-FREE® PureMoist® Multi-Purpose Disinfecting Solution (MPDS), for example, but also tell them why. You and your staff should have the same explanation, such as "This is the only solution that has HydraGlyde® Moisture Matrix, which provides comfort from morning to night." Find a way to articulate your most compelling reason for your recommendation, and then make sure your staff uses the same phrasing.

Whether you're prescribing contact lenses or recommending the MPDS, make sure you're not following the ready-fire-aim approach. Spend time and effort in making sure that your overall message about compliance is well designed, well-articulated by all in the office, and most importantly, well understood by your patients. Make 2013 your year of compliance and reap the benefits that come with happy, healthy patients. ■

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

THE END IS NEAR...

In the past three columns this year, I have discussed some critical concepts to help build and enhance your clinical practice as well as your income. We have discussed how to recognize and understand the value of your unique "intellectual property" as an optometrist, how to recognize that common conditions like dry eye and ocular allergy may be the underlying culprits to your patients' contact lens discomfort (and that you can charge appropriately for diagnosing and treating), and why it is so important to plug the holes in your practice bucket by making sure that you retain all of the refractive business your patients generate, as well as capture as appropriate the medical eye care that is walking out your door due to lack of knowledge by your patients that you actually diagnose and treat ocular disease.

As we move towards health care reform, optometry has a unique opportunity before it to be the primary eye care profession. I know that everything about the Affordable Care Act (ACA) sounds daunting: meaningful use, PQRS, mandatory electronic health care records and more, but we really need to focus on the opportunities that lie ahead for our profession. We are in a unique

position to focus on quality outcomes for our patients. Look at all of the things we have going in our favor:

- ◆ Tremendous accessibility to patients
- ◆ The ability to diagnose and treat a wide (and I mean wide) variety of ocular disorders correctly the first time
- ◆ A role as the entry point into the health care system for the vast portion of the U.S. population

Optometry is perfectly suited to not only meet the needs of the ACA, but also to serve as the exemplary model. Outcomes-based care means that we need to provide complete, accurate care in an efficient and effective delivery system model. That is what optometrists do daily. We are uniquely qualified to provide rapid and effective solutions to our patients' refractive and ocular medical conditions, all in one easily accessible location.

So diagnose and treat all conditions that your license allows, both refractive and medical; refer to your network of specialists as needed to guide patients through the process; proactively inform your patients of the clinical skills that you provide; and benefit from the value of your "intellectual property" in being a member of the primary eye care profession. ■