

MARCH 2014

From One Success to the Next



**Kerry Gelb, OD
President**

Our 2013 annual meeting in Colorado Springs was a tremendous success! Now it's time to think about the 2014 ALLDocs Annual Meeting which will be held October 12-17 at the Marriott Marco Island Florida Resort & Spa. Registration will begin on April 15. Nestled on three miles of pristine Southwest Florida beaches, the Marco Island Marriott boasts several renowned restaurants, championship golf, a world-class spa and a wide range of activities and amenities.

ALLDocs is currently in the process of looking for top-notch speakers, the type that are a little different than you would get at your normal society meeting. Anyone who has recommendations for speakers or topics, please forward that information to either Heather Kriedler at hkriedler@foxyeyecare.com or me at drkmg@comcast.net or call 732.855.7950.



PRESIDENT'S DESK

On another note, we're very proud of our newly revamped newsletter. It's a wonderful way for our diverse membership across the U.S. and Canada to keep up with each other between annual meetings. The more we contribute to our newsletter, the better it will be. If you have any unique practice management, new technology or medical treatment stories you'd like featured in a future issue, or if you would like to let your colleagues know what you learned from our annual meeting or sponsor fair, contact Ken Zierler at kzierler@comcast.net. Share those experiences with everyone else!

Also try to remember that our sponsors make our meetings successful, so it's important to support them back. Without sponsors, we would not have our website, newsletter, initiatives or annual meetings.

Finally, I'd like to thank the new President of LensCrafters, Eric Anderson, for taking the time out to let us interview him for this issue of CONTACT. I know that the ALLDocs membership is very excited about his assuming his new leadership position and we will support him in any way we can. We look forward to working together in 2014 to take care of patients, our most important job.



GALLERY



A Grand Entrance

Enter the breathtaking entrance of the Marriott Marco Island Resort & Spa to enjoy an exhilarating retreat from the ordinary.



Raising the Bar in Bar Room Experiences

Relax and enjoy a drink at the exclusive Koral's Sushi Bar, one of five bars on the Marriott property.



Let's Meet at Sunset

The scenic Sunset Terrace is a popular setting for spectacular Marriott events, unique dining and destination weddings. **On Left:** View of the Marco Island Beach.



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LensCrafters Leader: Global View on Eye Care



Eric Anderson
President/GM
LensCrafters

You may know Eric Anderson as the lead vocalist from the Luxottica Band at our annual meeting. The father of three is also a passionate soccer player with a uniquely global viewpoint, having lived in seven countries.

"I was born in the U.S., raised in the U.K., then went to high school and college in the U.S.," Anderson says. He holds a BS in advertising and communications from the University of Illinois and an MBA from the University of Michigan. His work has taken him to Canada, Asia, Europe and South America. Prior to his current position, his employers included IBM, Procter & Gamble and Luxottica.

His priority in business might surprise many. "People are the most important asset," he says. "You don't learn that in grad school. But when you become more mature in business, you want to have the right people on your team. Whenever I have a decision between profitability and people, I always choose people, and that has served me well in my career."

LensCrafters is the leader in eye care with an 11-percent market share. Anderson and his team developed six important strategies for maintaining that success:

1. Ignite Our People: Empower and inspire our associates and doctors to deliver the LensCrafters experience

2. Transform Patient Experience: Provide doctors and staff with access to the best technology and training

3. Price & Discount Evolution:

Determine the optimal pricing and value in products and services

4. Investing in Marketing: Position

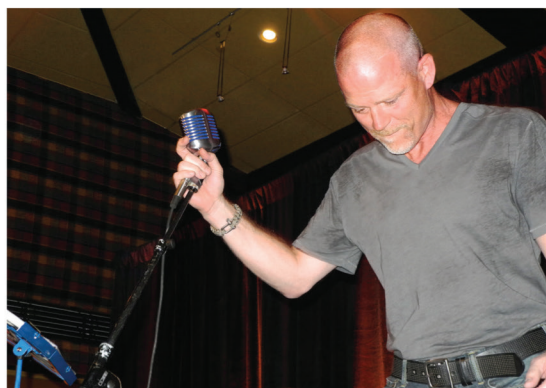
LensCrafters as the "EyeLove" premium vision care leader

5. Project Rx—SunRise: Participate in Sun Rx and other expansion items

6. OMNI: Increase the use of digital scheduling, iPads and the latest evaluation technology including the innovative AccuExam™

"We're always on the lookout for new technologies," Anderson adds. One under consideration is Focuss by AdLens, a liquid technology spectacle lens that changes from near prescription to far prescription when pressure is applied. "It's a downstream technology and we're helping to bring it to market."

Anderson also considers optometrists incredibly important to the future of LensCrafters. "I think we share a common goal to serve customers better than they even thought possible. I appreciate the passion I saw in Colorado Springs. If there's one takeaway—we get it: You guys are extremely important partners to our mutual success."



Rock Solid Leadership

Eric Anderson rocks out at the Broadmoor's Cheyenne Lodge in Colorado Springs.



Lacreon® Technology

1-DAY ACUVUE® MOIST® Brand Contact Lenses



1-DAY ACUVUE® MOIST® are the only daily disposable lenses featuring LACREON® Technology, a unique process that permanently embeds a water-holding ingredient, with similar properties to that found in natural tears, into the lens material. This technological advance locks in moisture, allowing the eyes to feel fresh and comfortable all day long.

When worn on a daily disposable basis, ACUVUE® Brand (etafilcon A) Soft (hydrophilic) Contact Lenses, such as 1-DAY ACUVUE® MOIST®, may provide improved comfort for many patients who experience mild discomfort and itching associated with allergies during contact lens wear, compared to lenses replaced at intervals of greater than two weeks.

For a FREE* TRIAL PAIR certificate for 1-DAY ACUVUE® MOIST® visit:
www.acuvue.com/seasons

* Professional Exam and Fitting Fees not included.
Valid only while supplies last

Important information for contact lens wearers

ACUVUE® Brand Contact Lenses are available by prescription only for vision correction. An eye care professional will determine whether contact lenses are right for you. Although rare, serious eye problems can develop while wearing contact lenses. To help avoid these problems, follow the wear and replacement schedule and the lens care instructions provided by your eye doctor. Do not wear lenses if you have an eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. If one of these conditions occurs, contact your eye doctor immediately. For more information on proper wear, care and safety, talk to your eye care professional, call 1.800.843.2020 or visit acuvue.com.

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New Technology Screens for Diabetes



Jack McIntyre, OD

Eight years ago, Jack McIntyre, OD read an article about a company that was working on noninvasive ocular tests to screen for diabetes.

"Every once in a while I'd get an email from them," he recalls. "Eventually, they were bought by Freedom Meditech, Inc. and received funding to develop that technology." In January 2013, the FDA approved the ClearPath DS-120® Lens Fluorescence Biomicroscope. By October, Dr. McIntyre's practice in Corpus Christi, Texas, had incorporated it into eye exams.

"The patient sits directly in front of the instrument, a blue light shines on their eyes and six seconds later the results appear on a graph that indicates how much risk there is for developing diabetes. This test is considered equivalent to an A1c. It measures for the past six months, if excessive sugars have built up in the eyes that could lead to diabetes and eye problems."

The Centers for Disease Control and Prevention have shown that almost 80 million Americans have pre-diabetes, a stage where intervention is most cost-effective. The populations most at risk include Hispanics, obese individuals and people with a family history of diabetes.

"I obtained this technology because diabetes is often preventable and reversible in so many cases. It is

important to get people into the health care system and to their doctors before there is any eye damage."

He's been pleased with the results. "We explain it up front, ask patients if they'd like to have it, hand them the graph at the end and explain what it says. If it's in the red zone, we refer them to a PCP and give them a pamphlet from American Medical Optics (AMO) which offers education on diet and lifestyle."

While high-risk groups will benefit most from the test, he believes that everyone over the age of ten should be screened. "Diabetes is such a huge problem now and it will only get worse as times goes by," he says.

"Most diabetics and prediabetics don't even know they have the disease. This quick, painless test can ensure it's detected and addressed as early as possible."

ClearPath DS-120® Device

ClearPath measures autofluorescence of the crystalline lens of the eye.



Giving Back



Naheed Kassam, OD

When Dr. Kassam volunteered with OneSight in India, the North Carolina optometrist encountered a curious experience. "One day, the sweltering heat was so bad that we took the elderly first," he says. While examining his first patient, the sari-clad woman began murmuring, repeatedly tapping up and down his shoulder and arm.

"I didn't think much of it until the second woman did the same," Dr. Kassam says. He asked his interpreter to explain. "He said, 'They are praying for you, hoping you do a wonderful job and giving you many blessings.' That really got to me."

When he completed his mission in India, he next traveled to Mexico, then China. In China, 3600 children were seen and 3200 glasses were dispensed. "The China OneSight mission was unique. It was one of the first clinics with a lab that manufactured lenses on the spot, measuring and dispensing accurate prescriptions." Previously, clinics worked with donated prescriptions that didn't always meet the precise needs of patients.

"Volunteering reminded me why I chose my career, to make a positive difference in people's lives by helping them see better. That's why I think OneSight is such a noble cause."





Eye Care Prime Helps Build Practices

Eye Care Prime, CooperVision's new marketing program, supports eye-care providers (ECPs) with marketing tools and the latest technology to help grow their businesses.

"Eye Care Prime helps provide more visibility to new patients, higher engagement by current patients and more business," says Tom Nicholson, Senior Director of Corporate Accounts, CooperVision. Participants receive guidance from marketing experts to help:

- Create a customized e-Business plan designed to build and expand business
- Optimize the practice's search engine listings to acquire new patients
- Optimize the practice website for mobile devices

ECPs participating in the program nationwide on average are achieving:

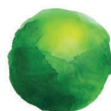
- Higher search results on Google (listings have moved up three spots and Map Search has seen a 50-percent boost)
- 10-percent higher listing on Yelp
- 33-percent jump in patient reviews on Google+ Local
- 21-percent increase in Yelp reviews

"WebSystem3 software is designed exclusively for eye care, and the communications are branded to your individual office," Nicholson says. The software is designed to achieve 100-percent reach on day one and is the only service of its kind that comes with phone, text, email and

mobile communications channels. "This software offers intelligent appointment scheduling," he adds. "Patients can choose the doctor, day and time online and on their mobile devices including the iPhone."

The average practice has a 43-percent annual exam rate for active patients, leading to an average interval between appointments of nearly 28 months. Nicholson notes that by using smart communications, more exams can be booked to quickly gain practice revenue and shorten the average appointment interval. Just a 20-percent increase in exams per hour can yield an average 40-percent increase in practice revenue.

ECPs, CooperVision and WebSystem3 are aligned in their goals, he concludes, which include patient care, quality products, practice growth and practice profitability. "With Eye Care Prime and the WebSystem3 infrastructure, ECPs have a marketing support system in place to ensure those goals are met."

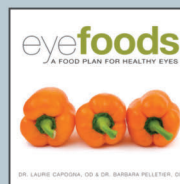


CooperVision®
Live Brightly.



If Eyes Could Eat

Ontario optometrists Dr. Laurie Capogna and Dr. Barbara Pelletier wrote *Eyefoods, A Food Plan for Healthy Eyes* based on more than 25 years of optometric experience. Through daily interactions with patients, they saw the need for a way to educate people about good nutrition, vision and about the power of certain foods to help prevent eye disease. Visit: http://www.eyefoods.com/about_eyefoods.html.



Best Practice



Steven Lutz, OD

Halting erosion of contact lens sales is important to the health of practices. Dr. Steven Lutz uses the Contact Lens Initiative to defend market share.

"The national average for patients buying a one-year supply at exam is 40 percent," he says. "My associate is at 80 to 90 percent and I'm at 79 to 84 percent."

Dr. Lutz confides he uses his "doctor power" to sell while the patient is still in the chair. "Look the patient in the eye and say, 'There are excellent rebates from the manufacturer if you get a one-year supply. This way, we know you have the lens, you'll change them the way you're supposed to and it's safer and better. If you lose some lenses and end up three right and one left, come in and get some freebies from me.' That really helps close the deal."

With younger patients, he tells parents he realizes the prescription may change in a year and offers to swap out boxes, including open ones, if that happens. "If you're a good customer, contact reps will let you return them."

His scribe is always in the examining room. "She stays and gives details of one-year costs. We don't even mention smaller amounts. With the rebate, we're competitive."

Eye Openers!

4.2 Million

Average times the human eye will blink in one year.

0

Amount of blood vessels in the cornea. The cornea is the only living tissue in the human body devoid of blood vessels.



Retaining Patients with Contact Comfort



Jim Ciccarello, OD

Since the time Jim Ciccarello, OD, Princeton, N.J., heard about the new DAILIES TOTAL1® water gradient contact lenses, he could tell they were going to have an impact on his business. In this six-OD practice, contact lens patients account for about 40 percent of patient exams. Within that, the daily disposable lens market continues to grow, and he believes that advances like this can help him retain more of his contact lens patients.

Patients who drop out of contact lens wear might leave the practice, as well. Since discomfort is the number-one reason patients drop out of contact lens wear, Dr. Ciccarello says that when he can resolve comfort issues he has a better chance of retaining that patient.

His initial market for the lenses has been patients with complaints of discomfort with their current contact lens wear. "These patients have a reference point. They've worn other contact lenses and had experienced irritation or discomfort, so they see the value in being able to wear their contact lenses comfortably for longer periods of time," he says. He sends patients home with a trial of the DAILIES TOTAL1® contact lenses. "Once patients see for several days in a row that they can achieve end-of-day comfort, that's when the value becomes apparent."

Dr. Ciccarello tells these patients, "There is now an advanced lens technology that provides more oxygen"^{*1}

to the cornea but becomes almost 100 percent water on the surface.² It's extremely comfortable, easy to use and provides great vision. I think this is the lens that's going to work for you."

Patients appreciate the opportunity to try an advanced contact lens, he says. Some make the switch immediately, while others might convert to another disposable lens, such as the DAILIES® AquaComfort Plus® contact lenses. For a practice that continues to build on its reputation as a contact lens specialty practice, it's important to carry the newest options in order to prescribe the best solution for each patient.

Probing Questions

The introduction of DAILIES TOTAL1® water gradient contact lenses provides optometrists with another tool to achieve better outcomes. With more contact lens materials and designs available, as well as advances in contact lens solutions, they can now ask more probing questions such as:

- How long can you wear your contact lenses each day?
- At what point do you begin to get uncomfortable?

Greater choices in contact lenses provide a solution to make the patient experience better.

*Dk/t = 156@ -3.00D.



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

References: 1. Based on the ratio of lens oxygen transmissibilities, among daily disposable lenses; Alcon data on file, 2010.

2. Angelini TE, Nixon RM, Dunn AC, et al. Viscoelasticity and mesh-size at the surface of hydrogels characterized with microrheology. *Invest Oph & Vis Sci.* 2013;54(E-Abstract 500).



As I See It Dale Stein, OD

Setting Contact Lens Material Fees

I recommend reevaluating our contact lens pricing quarterly. In determining how much to charge patients for a given contact lens, there are several pieces of information which I rely on:

First, I use the Soft Lens Retail Price Monitor, provided by ABB. This gives me a list of brands, along with updated pricing the leading Internet and national retailers are charging for each lens type. Second, I look at our cost for each lens brand. Third, I look at the manufacturer's materials and fitting rebates available from the company to our patients through our office.

I am now ready to establish our pricing. I determine the yearly supply pricing first. I want the cost to the patient to be no greater than the cost if the patient prices the same lens on the leading Internet site. When factoring rebates, I assign a weight of 50 percent of their value into my equation. Since there is some time and effort on the patient's part in redeeming the rebate, I do not factor in full value.

For example, if a competitor charges \$300 for a four-box year supply of a given lens brand, and if the patient rebates on that lens brand through our office total \$100, I will assign a value of \$50 for the rebates (50 percent of \$100). Therefore, I will charge the patient \$350 for the year supply.

After establishing our year-supply price, I then price our per-box price. Our per-box price will always be at least \$20 greater (not factoring rebates) than our year supply price. So in the above example, if I am charging the patient \$350 for a year supply of a monthly replacement lens (four boxes), our per-box price multiplied by four must total at least \$370, or \$92.50 per box. If each box is purchased individually, the cost of the year supply would be at least \$20 more to the patient, than if the boxes are purchased all at one time.

Lastly, I look at our cost of the lens brand, and I want to be acutely aware of our profit for each lens, after completing my quarterly exercise.



PROFILES

Never a Dull Moment



Lynne Roy, OD

Ask Lynne Roy, OD if anything interesting has ever happened in her life and the Wisconsin native will insist her life is terribly boring. Her personal experiences, however, suggest otherwise.

Perhaps the most peculiar chapter in her practice involves an infamous patient treated there. She recalls serial killer Jeffrey Dahmer as a most compliant patient. "My husband Phillip saw him. Dahmer wore custom-tinted yellow contacts to add extra yellow to his eyes. We didn't know why, but during his trial, it came out that he wanted to look like the emperor from the *Return of the Jedi*. After that, we decided to not promote the *Wild Eyes* products because we didn't believe in encouraging that element."

Fortunately, most patients just enter the store needing conventional eye care. She recalls a ten-year-old boy

coming into her practice complaining of chronic headaches. MRIs and treatments at a headache clinic yielded no relief. "I picked up a retinoscope and found he had moderate plus," Dr. Roy says. Glasses eliminated the headaches. "In the end, after they had ruled out everything else, we discovered he just needed glasses."

On a larger scale in her community, when refugees from Hurricane Katrina landed in Milwaukee, Dr. Roy coordinated efforts between LensCrafters and the Red Cross to provide more than 120 people with eye exams and glasses. "Most of them arrived with nothing, but needed so much." By leveraging her local parish, she facilitated additional support. She and volunteers made and served Thanksgiving dinners to over 60 people, supplied more than 300 coats and helped settle families into apartments. "What started out as an offer for free eye care turned into a ministry that lasted over a year. Yes, we DID make a difference!" While she enjoys wine tastings and traveling, she adds "There's not really much time for hobbies. But they're nice to think about!"

Kyle Versus the Volcano

Kyle Sexton, OD has been practicing optometry for seven years in Puyallup, WA, which happens to be the second most dangerous place to live when it comes to death by volcano. "Mt. Rainier is only five miles down the road from us," Dr. Sexton says, "and we will clearly get hit first by the lahar flow (pyroclastic material containing lava, rocks, and water). Mt. Rainier looms 14,000 feet above us, but never fear, we have plenty of World War II-era sirens to warn us."



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ADAPTIVE LENSES



GALLERY



You Need Annidis

Dr. Naheed Kassam visits the Annidis booth at the ALLDocs Annual Meeting sponsor fair. Annidis RHA multi-spectral technology helps in early detection of all forms of AMD.



All for One and One FORE All

Bausch + Lomb's John Mastrodonato joins Drs. Joe Martin, Randy North and Steven Lutz at the Broadmoor, Colorado Springs.



Say Wine and Cheese

Drs. Ken Ganly, Richard Winnick, Karen Rosen and Gretchen Brewer mingle at the ALLDocs Annual Meeting welcome reception.



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