

## Not Just Another Day at the Office



### PRESIDENT'S DESK



**Kerry Gelb, OD**  
President

The Second Annual ALLDocs Office Managers Meeting was held this past September 10-12 in the hip town of Cleveland, Ohio. And it was a big hit for everyone involved. Office managers flew in from all over the United States and Canada for two fun-filled days of education and entertainment, including a full day at Progressive Field, home of the Cleveland Indians Baseball Club.

### Learning From the Best

ALLDocs invited a top-notch roster of speakers to help educate and motivate our beloved managers on topics ranging from leadership and training to marketing and maximizing contact lens sales.

Appearing at the meeting was eye-care practice consultant and President of EyeSystems, Mary E. Schmidt, who talked about leadership, selling skills and staff training. Schmidt involved the group by providing personality exercises, coaching and invaluable advice for managers to utilize when they return to their offices.

Training and Development consultant, Diana Heilman, spoke on improving NPS scores and patient retention. Her many years as a regional manager for LensCrafters provided useful insight for our managers. Also appearing was the experienced multiple-office manager,

Safet (Sammy) Hysenaj, who enlightened the group with useful management advice. Sammy primarily focused on self-confidence, teamwork and product knowledge and its importance in selling annual supplies of contact lenses and office profitability.

Other speakers included eye-care marketing specialist, Ken Zierler, who lectured on branding, marketing and digital media and its importance in building a successful practice. Rebecca Chandler, Strategic Business Manager at B+L, addressed the managers on the latest contact lens technology and important trends in the industry. Sherman Williams, a Regional Sales Manager at ABB Optical Group, described all of the products and services ABB provides to our office managers.

### Work Hard, Play Harder

When they weren't in the meeting halls, managers enjoyed group dinners and a night of Cleveland Indians baseball in an exclusive hospitality suite. It was an unforgettable night as the hottest team in baseball clobbered the Detroit Tigers 12-0!

### Eye-Opening Film

ALLDocs has been busy filming the "Eye-Opening" Project which will be a full-length documentary delivering the scientific, technological and sensible reasons why optometry should be at the forefront of primary health care by 2020. The goal is to help reframe the optometrist in the eyes of the world. The film is being directed by Emmy award-winning writer and producer, Wayne Chesler. The film is expected to be released in 2018. A special "teaser" trailer was recently shown at ALLDocs Annual Meeting in Hawaii.



### GALLERY

#### The 2017 ALLDocs Managers Meeting



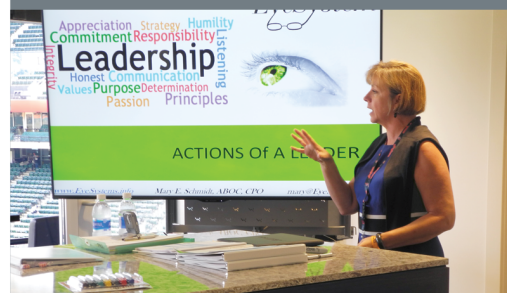
#### Uniting the Tribe

ALLDocs office managers from across the U.S. and Canada enjoyed a Cleveland Indians baseball game at Progressive Field.



#### A Room With a View

After a full day of learning and lectures, ALLDocs office managers celebrated in a Cleveland Indians hospitality suite.



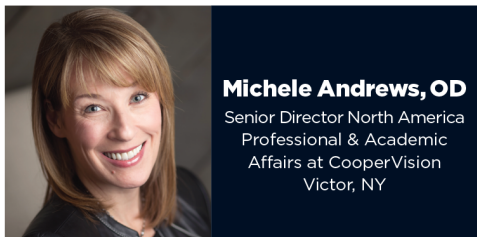
#### Leading the Way

EyeSystems consultant, Mary E. Schmidt, lectured the group on leadership, selling skills and staff training.





## Contact Points to Enhance the Patient Experience



**Michele Andrews, OD**

Senior Director North America  
Professional & Academic  
Affairs at CooperVision  
Victor, NY

There are likely a number of eye-care practices in your local area that are offering contact lens services and contact lenses at a similar price point to yours. In the era of patient-centered medicine and increased competition, it takes an introspective approach to set your practice apart from the rest. As clinicians, the demands of running a practice can deter us from considering our patients' experience at our practice from their unique perspective.

A way to effectively differentiate your practice from the competition is to ensure that you are optimizing your patient's experience at every touch point. Start by identifying the touch points at every stage in your office flow. Next, assess what they are currently like and determine how each can be improved to better market your contact lens practice.

The following are vital touch points and exploratory questions you and your staff can address to improve the patient experience and your practice's overall success:

**1 Pre-Touch.** The patient has called to make an appointment; registration forms are mailed or an electronic appointment reminder is sent.

**Q:** Does your staff use the opportunity to discuss contact lenses and answer questions the patient may have while scheduling the appointment or are they simply confirming it? Have you enclosed helpful information about new contact lens technologies with those registration forms?

**2 First Touch.** The patient has arrived and checks in at your reception area.

**Q:** Is the patient properly greeted? Are there any contact lens and care products showcased in that area? Do the registration forms include relevant lifestyle questions to help facilitate a dialogue about contact lenses during the exam?

**3 Core Touch.** This comprises the basic eye exam services: pretesting, examination, and dispensing.

**Q:** Does the technician review contact lens options with the patient and ask relevant lifestyle questions? Do you make contact lens recommendations that address your patient's chief complaint regardless of whether they are an existing wearer with no complaints or have not specifically asked about contacts? Once the patient is in the dispensing area, are they given detailed, useful information about their lenses, lens care, and safe wearing practices to help maximize their likelihood of success?

**4 Last Touch.** This is the checkout process; fees are calculated and services are billed.

**Q:** Does your staff secure the patient's next appointment before they leave, reinforce your product recommendations, or ask for referrals during this final exchange?

**5 In Touch.** This is a critical touch point that is often overlooked.

**Q:** Do you stay in touch with your contact lens patients by calling to check on their success with the lenses, sending electronic contact lens replacement reminders, or running an ongoing social media campaign to promote your practice's patient-friendly services?

Ask your rep today about CooperVision Advantage Business Services to help support your practice's growth.



## PreZEISSly

As the next generation of widefield fundus imaging systems, the ZEISS HD ultra-widefield (UWF) camera offers unparalleled capabilities—from high resolution, true color imaging to stereo pairs. It is a non-dilated, non-mydratic camera that is able to take stereo pairs, making it an all-in-one medical and screening device for better detecting and managing ocular disease.

UWF imaging enables physicians to accurately image the peripheral retina and detect disease. The system exceeds a field of view of 200°, whereas traditional cameras only provide a 30° to 45° field of view. Since image clarity is indispensable for visually capturing vital details, this camera provides a wider field of view without sacrificing image resolution. From the macula to the distant periphery, an OD can zoom into any part of an image and view it in the finest detail.

Unlike scanning laser cameras, the Zeiss camera is lens-based. It operates like a true, full-color fundus camera generating images via a full spectrum of red, green, and blue LEDs. The superior clarity and true color made possible with ZEISS optics, enables ODs to take high-quality images of the optic nerve head and macula.

This new model also grants ease of use to technicians and patients alike via enhanced operator controls and a comfortable patient seating position.

For more information, contact Dan Chavers 205.601.0498 or [daniel.chavers@zeiss.com](mailto:daniel.chavers@zeiss.com)

**Clarus 500**







## A Golden Opportunity for Expansion

In the U.S. by 2030, the 85-and-older age group will almost double and their 100-and-older cohort will nearly triple. As the elderly population increases so will the demand for nursing home facilities to take care of them. The number of nursing home residents is projected to double within the same timeframe. In line with these trends is the rising prevalence of ocular disease that will triple by 2050.<sup>1</sup>

Visual impairment is associated with reduced quality of life, increased risk of falls, depression, social isolation, and poor health and is significantly higher in the nursing home population.<sup>1,2</sup>

Treatment and management of ocular disease and visual issues can improve depression and delay the onset of dementia-like diseases. This poses a golden opportunity for optometrists to expand their practice by delivering their services directly to residents in these facilities and in turn, help satisfy a pressing need.<sup>1</sup> In addition, it can also be quite lucrative since a good number of patients can be seen in one day, provider overhead is low, only conventional mobile equipment is needed, and word-of-mouth can generate increased patient referrals. Another benefit to providers is a flexible work schedule which can be arranged with the facility. Dispensing eye care in house offers greater convenience to residents, a competitive advantage and cost savings to facilities since patients' insurance pays for the services they receive and transportation for outside care is no longer necessary.

### How to get started

There are various elderly care facilities where you can provide optometric care: independent or assisted living, residential care, continuing care, and intermediate or skilled nursing homes. Generally, optometric care is furnished at large intermediate and skilled

nursing home facilities. To get started, you will first need to meet with the administrator of the particular facility you are interested in to proffer your services. Educate them about the prevalence of ocular disease among the aging and how delivering in-house optometric care will serve them well. Upon securing the facility's approval, both parties will need a legally binding contract outlining terms, expectations, and relevant details such as on-call services. Bear in mind since nursing homes are corporations they may have an existing contract in place for healthcare services, including eye care.

### Key stakeholders to have on your side

Key stakeholders include the facility administrator, nursing director, social services director, medical director or attending physician. It is advisable to establish a synergistic relationship with each one. Winning favor with the facility administrator is pivotal as they oversee operations and often sign the contracts. The nursing director identifies residents in need of optometric services. The social services director handles scheduling and paperwork. The medical director or attending physician issues the order for care.

Rendering eye care in such community facilities for the aging can be rewarding for all involved.

**References:** 1. Consider Nursing Home Optometry as a Practice Option. *Optometry Times*. <http://optometrytimes.modernmedicine.com/optometrytimes/news/consider-nursing-home-optometry-practice-option>. August 12, 2017. 2. Chou CF, Cotch MF, Vitale S, et al. Age-Related Eye Diseases and Visual Impairment Among U.S. Adults. *Am J Prev Med*. 2013; 45(1): 29-35.



## An Eye on Prosthetics

It takes great technical and artistic skill to make hyper-realistic eye prosthetics that become a part of the wearer. These artificial eyes are so real-looking that even a highly trained medical professional might not recognize them. The earliest known artificial eye dates back to around 2900 to 2800 B.C. in the Iranian-Afghan border region. Prosthetic eyes were originally made of clay or precious metals and later, glass, plastic, and acrylic were used. Ocularists complete apprenticeships and are then certified by professional groups such as the American Society of Ocularists.

Prosthetics are custom-tailored to an individual's eye, resembling minute details. They either fit over a person's nonworking eye or a surgically implanted ball attached to the eye muscles so that it moves in sync with the functioning eye. Today, ocularists are helping to restore self-confidence one eye at a time.

### Glassy-eyed

Though often referred to as a glass eye, today's ocular prosthesis is usually made of a medical grade plastic acrylic. However, some eyes are made of cryolite glass.





## A Plug for Punctal Plugs

When topical eye drops or ointments do not relieve symptoms of dry eye syndrome, patients can benefit from punctal occlusion in conjunction with concomitant, anti-inflammatory therapies. Punctal occlusion as an adjunctive therapy has been shown to improve the ocular surface health of dry eye patients. Punctal, punctum, lacrimal plugs, or occluders are miniature, bio-compatible devices. They are inserted into the lower or upper lacrimal punctum or both to block tear drainage and help increase tear film and surface moisture. It is a fairly common, quick, and mostly painless procedure.

The puncta is usually measured for a secure fit, but some patients may fare well with a universal size plug. Local anesthesia may be used prior to inserting the punctal plug, but it is normally not necessary. Punctal plugs are usually prepackaged with disposable devices for insertion. Inserters come in different designs, such as forceps and syringe form. If the puncta is narrow, it may be dilated for easier insertion with a punctal dilator, a small, specialized instrument.

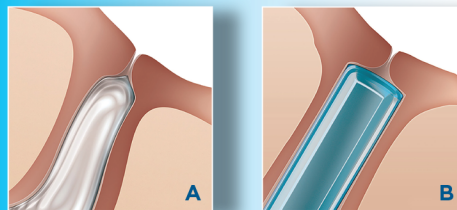
The technology behind the devices has continued to evolve. There are now a variety of punctal plugs with different features, textures, and uses depending on the material they are made of. The two basic kinds of plugs are punctal (or punctum) and intracanalicular; both are typically referred to as punctal plugs. Punctal plugs are placed at the top of the puncta with the tops visible, while intracanalicular plugs are inserted into the canaliculus and are not externally visible after insertion. They automatically conform to the shape of the cavity, so the patient does not feel them. These plugs require irrigation for removal.

Punctal plugs are made from a host of materials including silicone, collagen, hydrophobic acrylic polymer, polydioxanone, and hydrogel. Some are coated with a "slick" surface to facilitate insertion. Soft, pliable plugs are more comfortable, better conform to the shape of the tear drainage channels, and are likelier to stay in place than harder ones.

Duration of use varies. Long-term plugs are made with materials such as hydrogel or silicone, and are soft to the touch. Silicone are easy to remove by the cap with forceps. Medium-term plugs are usually dissolvable, made of absorbable materials, and are available in up to 90-day or up to 180-day plugs. Short-term plugs are commonly made of collagen and last up to three to five days. These plugs are all indicated for the treatment of dry-eye syndrome. If the patient responds favorably to medium-term dissolvable plugs, long-term plugs can be considered.

Each plug has its own pros and cons. Side effects that may occur include conjunctival irritation, inflammatory reactions, frequent replacement, dislodgement, or epiphora. In general, punctal plugs are a safe method to retain tears on the ocular surface and provide symptom relief when increased tear production or prolonged use of tear substitutes is required.

### Plug Into the Different Types of Punctal Plugs



**FORMFIT® (A)** from Oasis® Medical, Inc. is a long-term intracanalicular punctal plug that is packaged sterile with an insertion device. It is not visible. **SOFTPLUG® Extended Duration Punctal Plugs (B)** are intracanalicular plugs that dissolve in up to 90 or up to 180 days. It is also not visible.



## Plans for Success

A 10-point plan is an invaluable way to help patients reach and stay on track with eye-health goals. ALLDocs members who attended last year's annual meeting received an exclusive series of patient counseling tools on dry eye, diabetes, and AMD for free. Each 2-sided sheet highlights vital disease-specific information and the top 10 recommended foods and best practices for prevention and maintaining healthy vision. ODs can use these tools to engage patients in a healthy discussion about how they can best achieve their disease management goals.

**AMD Plan:** Top recommended foods rich in nutrients that support vision and help prevent AMD, and best practices such as smoking cessation, exercise, and adequate hydration.

**Diabetes Plan:** Recent research has demonstrated that a healthy diet can improve insulin sensitivity and blood sugar control, and cut the risk of diabetes-related complications. It shows how to adopt a healthier diet and lifestyle to help prevent diabetes.

**Dry-Eye Plan:** Patients are urged to see their OD and pursue healthy lifestyle habits to help prevent dry-eye syndrome, including foods rich in GLA and omega-3 fats, proper hygiene, and avoiding certain medications.







## Putting Advocacy Into Action

Since 1986, ALLDocs has been on the frontlines championing issues that are important to optometrists and patients and providing continuing education to eye-care professionals. Johnson & Johnson Vision shares our same mission and is avidly advocating for the eye-care industry. We have united our efforts to ensure a higher standard of eye care and raise the bar on Capitol Hill. We're helping bring to light the pressing issues that are challenging our industry and gradually eroding patient care.

With the advent of telehealth, price and convenience have trumped quality and the relationship between patient and doctor. More consumers are flocking on-line to have refractions, and sadly they misinterpret that single test as a comprehensive eye examination. In their pursuit of quick access to a prescription for glasses or contacts, they are completely by-passing health tests and the professional expertise of an optometrist in the early diagnosis and treatment of both life-threatening and sight-threatening diseases.

In 2017, federal and state legislators introduced laws that could impact eye health and the safety of patients. Johnson & Johnson Vision is working on Capitol Hill to help preserve eye-care health on behalf of optometrists and patients. They are partnering with advocacy groups and impressing upon legislators the need for routine eye exams and other patient safeguards, such as one-year prescription expiration dates. As ethical manufacturers, they are continually developing innovative contact lens technologies to help eye-care professionals meet their patients' needs while assuring that these complex

technologies are prescribed and used safely by everyone.

Industry professionals are aware that a high and consistent standard of patient care is imperative for overall patient health. Today's standard of care mandates that doctors perform a comprehensive exam, including a range of tests and a diagnostic fitting, to certify patients receive appropriate treatment. As telehealth technology evolves, Johnson & Johnson Vision and ALLDocs are determined to support providers' strong oversight and the authority in ensuring that all contact lens patients receive superior care.

Johnson & Johnson Vision has created a solid online presence and community. Visit [JnJVisionCareInfo.com](http://JnJVisionCareInfo.com) to sign up to receive timely updates on advocacy information, including important issues that are currently affecting contact lens patients and practices. Be sure to join the Vision to Action Facebook community for resources, activities, and events that are helping to make your voice heard.

*"What is important is that you identify causes that matter and you add your voice to the efforts that bring about change."*

—Carol Alexander, OD  
Johnson & Johnson Vision



Capitol Hill



## Crystal Clear EHR

Contact lens practices today are overburdened with paperwork and an array of administrative tasks, including ordering, tracking, and documentation of lenses. With the large volume of contact lenses and contact manufacturers out there, the propensity for double-entry errors when transcribing orders is high; more than 10% of order errors are due to a transcription error. Without appropriate software, optometrists and office staff have to manually perform these tasks, leading to errors and inefficiencies.

The ABB Concise Crystal Practice Management (CPM) paperless software package is designed for optometric offices to improve office efficiency, profitability, and the overall quality of patient care. It not only helps to eliminate errors and other inaccuracies, it also helps reduce administrative burdens. Over 7,000 ODs use CPM software every day.

### The CPM electronic health records system features everything you need:

- Customized electronic medical records
- Electronic downloadable claim forms
- Automatic exam history
- Integrated vision evaluation letter
- Patient and staff digital scheduling
- Recurring scheduling
- Patient billing
- Patient profiles
- Downloadable contact lens catalogue

The online catalogue contains nearly every manufacturer available and is updated monthly. The program can store individual patient's selections. Contacts\* may be ordered through third-party manufacturers listed in the catalogue with just one click and shipped to a desired location.

\*Rigid contact lenses are currently available. Specialty lenses will be available soon.



## PROFILES

# It's Just the Way We Roll



**Steve Girisgen, OD**  
Las Vegas, NV

*"The ultimate goal is to uncover a patient's needs and then take care of them from a medical and optical standpoint."*

Dr. Steve Girisgen is a highly successful optometrist in Las Vegas, Nevada. He and his longtime partner, Dr. Ken Kopolow, own 12 practices and see as many as 9,000 patients per month. Dr. Girisgen started practicing in 1996. After purchasing a location from Dr. Kopolow, the two joined forces and formed an enduring partnership that has fueled an expanding practice for over 20 years. He has attributed their success to a number of factors including a strong partnership with Luxottica and an unrelenting dedication to meeting patients' needs. Symbiosis and open communication are at the heart of their thriving professional relationships.

Dr. Girisgen claims it isn't enough to have the best technicians or doctors in order for a practice to be successful. It's about personalizing the patient encounter and looking at things from the patient's perspective. "Most patients change doctors primarily due to poor service. Year to year, we retain more than 60% of our patients," Dr. Girisgen added. Delivering top-notch clinical care has always been a cardinal priority for the partners. Dr. Girisgen stands by their formula for success, which hinges on providing high quality customer service and clinical care.

Patients in their practice aren't treated like a number. The doctors have put systems in place for taking the pulse of their patients. They mine extensive patient feedback and other valuable information from customer relationship management programs, patient surveys, and mystery shopping at their locations. Their well-trained, congenial staff also conducts phone interviews with patients to help complete paperwork, collect insurance information, answer questions, and take their medical history prior to their first appointment. In addition, they have established a centralized call center that verifies insurance eligibility and benefits, schedules appointments, and addresses medical questions and potential issues. Dr. Girisgen points out, "We recognize and appreciate great feedback. The call center helps to streamline the whole process, including paperwork, reduces wait times, and allows the patient to enjoy more quality face time with their doctor, which helps to enhance the overall patient experience. We've been able to take the pressure off of our office staff by significantly reducing the administrative burden."

Word-of-mouth marketing and comprehensive grassroots, community outreach programs have also driven growth. The doctors believe in giving back to the community. They perform free vision screenings at different venues and dispense patient education.

Dr. Girisgen shared one last key to success based on personal experience, "One of the things we've learned is that if you don't achieve a balance between your life and work you're not as successful."



## GALLERY

### The 2017 ALLDocs Managers Meeting



#### Fun Was Brewing in Cleveland

Dr. Gretchen Brewer and office managers, Patricia Moore and Kelsey Hagggar, take time out for a quick snapshot at the Indians game.



#### Good Times Across the Board

Drs. Kerry Gelb, Jack McIntyre, Gretchen Brewer, Dale Stein, Bill Fox and Richard Hulst take a short break from a full day of meeting planning.



#### Taking it "ALL" In

ALLDocs managers from across the U.S. and Canada were inspired by top-notch speakers and experienced best practices experts.



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