1 Let’s Get Medical
Developing the Medical Model in Your Optometric Practice

Douglas K. Devries, O.D.
Eye Care Associates of Nevada

2 Disclosures
• Douglas K. Devries
  • Consultant or Speakers Bureau for
    • Allergan
    • AMO
    • TearLab
    • NicOx
    • BVI
    • B&L
    • Alcon

3 Why Develop Medical
• Dwindling number of Ophthalmologists
• Maturation of the Baby Boomers
• The ACA “ObamaCare”
• Revenue Stream is Under Attack

4 The Demand
• Dwindling number of Ophthalmologists
  • According to a market scope study
    • Demand for ophthalmological services up 18.1% between 2008 and 2015
    • Anticipated increase of 2% in Ophthalmologists
    • Did not happen

  • As Optometrists we have the ability to pick up the slack and impact our patient’s lives

5 The Demand
• Maturation of the baby boomers
According to the U.S. Census bureau 8 to 12 thousand people a day turn 65
Medical eye care increases with age according to the National Eye Institute

The Reason Why?
• The Affordable Care Act “ObamaCare”
• The creation of national and state exchanges have the potential of adding a tremendous number of patients seeking medical eye care
• Can be filled by Optometry or

The Reason Why?
• Revenue Stream is Under Attack
  • Online dispensary
  • Decreased reimbursement
    • Vision plans

• Your choice is to see more patient’s or do more for each patient

Select Your Sub-Specialty
• Ocular Surface Disease
• Allergic Eye Disease
• Glaucoma
• Red Eyes
• Diabetes – Consider Including

U.S. Population - Who is Impacted
Diabetic Patients Have Multiple Vision Needs

50% of Diabetic Patients Have Dry Eye

Screening For Diabetes – Why it is Important and the Financial Impact to the Practice

Change of Mindset
- Inform your staff
- Categorize each patient – Refractive vs Medical
- Provide staff education
  - Conditions you'll be treating
  - Testing & Treatment
- Staff is critical to your success
- Change your schedule

Reappoint Reappoint Reappoint
- We tend to do too much in one visit
  - Bottlenecks
  - Lack of education – non-compliance
- Improves practice efficiency
- Contributes to referrals

Skills and Knowledge
- Determine the sub-specialty
- Seek regional and national optometric meetings offering CE in the area you are developing
  - OSD Society
  - Glaucoma Society
  - Optometric Retina Society
- Join those societies you're interested in developing
- Network at those meetings

Point of Care Testing
- Investigate CLIA Waiver in your practice
- Detecting Adneo Virus
• Osmolarity of the tear film
• MMP 9 levels
• Additional in the pipeline
  • Virus vs bacteria
  • Allergic
  • HSV

17 □ CLIA Wavier

18 □ CLIA Wavier
  • Lab Director within your practice
  • State laws vary from state to state
  • Bill the tests as a lab
    • Different Deductibles and Co-Pays
  • Set your practice apart
  • Insurance Panels

19 □ Insurance
  • Insurance Panels
    • Ask for medical insurance cards
    • Identify the largest plans in your area
  • Utilize professional credentialing services
    • Time and money
    • Timely follow-up
    • Medicare
  • NPDB – National Practitioner Data Bank
    • Serves as a repository for information about health care provides

20 □ Medical Billing
  • Hire a billing service
  • Scrub the claims
  • Follow-up the claims
  • No need to hire additional help
  • Per claim basis not a percentage of claim
  • Billing service that has insurance verification
21 Marketing Your Medical Niche

- Internal Marketing
  - Reception Area
  - Pre-Test
  - Exam Room
- External Marketing
  - Marketing Tools
  - Letters

22 Internal Marketing

- Reception Area
  - Posters – Pharmaceutical Companies
  - Patient Literature – Personalize
    - Condition
    - Treatment
  - Showcase Products
    - Pharmaceutical Literature
  - Digital Tablets
    - Patient Education

23 Internal Marketing

- Pre-Testing Area
  - Posters – Pharmaceutical Companies
  - Staff Communication
    - Educate about equipment
    - Educate about conditions treated

24 Internal Marketing

- Exam Room
  - Patient Education
  - Significance of treatment and follow-up
  - Discuss medical plan vs vision plan
  - Know Insurance in advance
25 **External Marketing**
- Marketing Tools
  - Telephone message on hold
    - Describe conditions you treat
- Social Media
  - Facebook
  - Website
- E-mail newsletters
- Statements
- Recall notices

26 **External Marketing**
- Letters
  - Local PCP
  - Pediatricians
  - School Nurses
  - Patients PCP

27 **Treatment Compliance**
- Know your related products for your specialty
  - Dry Eye
    - Warm Compress
    - Lid Hygiene
    - Artificial Tears
  - Moisture chambers night and day
    - Night time gel and ointments
- Allergy
  - Cool Compress
  - Artificial Tears
28  What about OTC Products?
   • Compliance can be even more challenging! Patients are confused!

29  Merchandising and Compliance

30  Convenience and Compliance
   • Have availability of products
   • Inventory and merchandise
   • Additional revenue center

31  Don’t Ask That It Be Easy----Just Ask That It Be Worth It

32  Thank You
   • DrDevries@NVEyeLaser.Com