



**Vision for Vision,  
we can make it so you can see clearly!**

Beth Wrobel, CEO

Melissa Mitchell, COO

Erin Wilson, Site Manager

# WHY?

- Less than 2% of the health centers offered optometry
- 2013 - new building with medical, dental, behavioral health and pharmacy
- One more body part - eyes
  - Required exam for diabetics
  - No sliding fee for eye exams
  - Hard to find eye doctors that take Medicaid

# Capital Equipment

	<u>Quotes</u>
Exam Room	-
Phoropter	5000
Stand	
Chair	14000
Ratchet handle kit	
Extended refractor arc only	
Pupilometer	
Wheelchair tbl	
Neumatic stool	
180 Head worn BIO	2000
Swivel mount f/screen	
Child's slide	
Projector head with wall mount and slide	
Digital ready slit lamp	
Auto/Manual lens meter	2500
Mirror set with screen	
Near point reading card	15
Occluders	10
Ophthalmoscope and rechargeable handle	2500
Retinoscope and rechargeable handle	450
Stereo fly test	150
Trial lens set and trial frame	750
Retinal camera	20000
Subtotal	\$47,375
Prep Room	
Auto refractor Keratometer	9250
Non contact/applanation Tonometer	7500
Visual Fields	7450
Subtotal	\$24,200
TOTAL	\$71,575

\$50k Grant from the Porter County Community Foundation

# Staffing

## Total Staffing

- 1 FTE Optometrist
- 1 FTE Optometry Assistant
- .5 FTE Patient Service Rep(shared with Dental)
- Total cost with Benefits = \$220,160

# Revenue

- 2,500 encounters/year
  - “tweaking” of the Optometry templates
- Eye Exams
  - Diabetic
  - Annual exam
- Combine with Well-Child Checks

# IT Overview

- Build out of current EHR
  - Custom language
  - Specific templates for documentation
  - New order and prescription types
  - Schedule reason codes updates
- Connectivity to imaging devices
  - Retinal Photography
  - Visual Fields

**Cover Test**

<input type="checkbox"/> Y	<input type="text"/>	DISTANCE Cover-Uncover Test	
<input type="checkbox"/> Y	<input type="text"/>	NEAR Cover-Uncover Test	
<input type="checkbox"/> Y	<input type="text"/>	Eye Movement - Failure Of Convergence	
<input type="checkbox"/> Y	<input type="text"/>	Retinoscopy Right Eye	
<input type="checkbox"/> Y	<input type="text"/>	Retinoscopy Left Eye	

Y  N Tests

**Manifest Refraction**

<input type="checkbox"/> Y	Manifest Refraction Distance Right Eye	
<input type="checkbox"/> Y	Manifest Refraction Distance Left Eye	
<input type="checkbox"/> Y	Right Eye Distance Acuity Manifest Refraction: /__	
<input type="checkbox"/> Y	Left Eye Distance Acuity Manifest Refraction: /__	
<input type="checkbox"/> Y	Manifest Refraction Distance Right Eye Bifocal Add	
<input type="checkbox"/> Y	Manifest Refraction Distance Left Eye Bifocal Add	
<input type="checkbox"/> Y	Near Vision Right Eye Manifest Refraction: 20/__	
<input type="checkbox"/> Y	Near Vision Left Eye Manifest Refraction: 20/__	

**Cycloplegia**

<input type="checkbox"/> Y	<input type="text"/>	Cycloplegic Refraction	
<input type="checkbox"/> Y	<input type="text"/>	Cycloplegic Refraction	
<input type="checkbox"/> Y	<input type="text"/>	Cycloplegic Corrected Right Acuity: 20/__	
<input type="checkbox"/> Y	<input type="text"/>	Cycloplegic Corrected Left Acuity: 20/__	

- Info
- Reminders
- Problems
- Allergies
- Meds
- Vitals
- Docs
- Labs
- Imaging
- Clin Hx
- Tasks
- Immun.
- Recalls

Forms

- Last Form
- Marker
- Draw
- Text
- Vitals
- Cite
- E & M
- Favorites
- Prev. Enc.
- Fam. Hx
- Intake
- Section
- Save
- Cancel
- Print
- Sign

**Info**  
 Test, Intergy  
 06/06/1996 21y M



**Reminders**  
**Problems**  
**Allergies**  
**Meds**  
**Vitals**  
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**Clin Hx**

Forms  
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 Cancel  
 Print

Form: OPT - Refraction Follow Up

Auto Neg Uncheck All

Refraction Follow Up Dx Education Treatment Visit Charge Codes Draft Search Outline Preview

Glasses Check

Y Distance Acuity Right, With Current Correction: 20/\_\_\_  Y Distance Acuity Right, Uncorrected: 20/...

Y Distance Acuity Left, With Current Correction: 20/\_\_\_  Y Distance Acuity Left, Uncorrected: 20/...

Y Near Vision Right Eye (With Current Correction): 20/\_\_\_  Y Near Vision Right Eye (Uncorrected): 20/...

Y Near Vision Left Eye (With Current Correction): 20/\_\_\_  Y Near Vision Left Eye (Uncorrected): 20/...

Lensometry

Y Lensometry Eyeglasses Right Lens

Y Lensometry Eyeglasses Left Lens

Y Free Text for Vision Assessment

Y  N PARK Results

Y Autorefractor Pupillary Distance (\_\_\_ mm)



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Test, Intergy  
06/06/1996 21y M



Chart Flowsheets Care Plan Note Orders/Charges

Forms

Last Form

- Marker
- Draw
- Text
- Vitals
- Cite
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- Fam. Hx
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- Cancel
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- Sign

Form: OPT - Special Testing

Auto Neg  Uncheck All

History Vision Screen Special Testing Dx Education Treatment Visit Charge Codes Draft Search Outline Preview

- Y  N Fundoscopic Photography OU
- Y  N Fundoscopic Photography OD
- Y  N Fundoscopic Photography OS
- Y  N External Ocular Photography

- Y  N Scanning Computerized Ophthalmic Diagnostic Imaging Anterior Segment, Unilateral
- Y  N Scanning Computerized Ophthalmic Diagnostic Imaging Anterior Segment, OD
- Y  N Scanning Computerized Ophthalmic Diagnostic Imaging Anterior Segment, OS

Technical Component

- Y  N Fundoscopic Exam Reliability
- Y  N Patient Cooperation
- Y  Exam performed by

Technical Component

- Y  N Imaging Exam Reliability
- Y  N Patient Cooperation
- Y  Test performed by:

Physician's Interpretation

- Y  Fundoscopic Exam Results OU
- Y  Fundoscopic Exam Results OD
- Y  Fundoscopic Exam Results OS
- Y  Disc Cup Ratio Right Eye (0-1)
- Y  Disc Cup Ratio Left Eye (0-1)
- Y  Retinal disease: Level of Stability

Physician's Interpretation

- Y  Imaging Results OU
- Y  Imaging Results OD
- Y  Imaging Results OS

Follow Up

- Y Referral to optometrist for comprehensive evaluation
- Y Referral to general practitioner for diabetic assessment

# Payer Mix

<b>VISITS BY PAYOR MIX</b>		
<b>Jan - Mar 2018</b>	<b>Optometry</b>	
	<b>Visits</b>	<b>Mix %</b>
<b>Medicaid Total</b>	266	52.78%
<b>Medicare</b>	65	12.90%
<b>Com Insurance</b>	61	12.10%
<b>Sliding Fee</b>	112	22.22%
<b>Total</b>	504	100.00%

# HIP Plus Helped

- Able to do more with the optometrist due to increased funding through HIP patients
- Provide service to our HIP Plus members that improved their vision health
- Provide a greater benefit to those with no insurance



# Optical Operations

# Things to Consider...

- Physical set up & equipment
- Staffing
- The Ramp Up
- Daily Flow
- Hindsight is 20/20

# Physical Set-Up & Equipment





# Staffing Optical

- Optometrist
- Optometrist Assistant
- Trained back-up for Optometrist Assistant
- Patient Service Representative (PSR)



# The Ramp Up...

- American Optometric Association website:  
<https://www.aoa.org/advocacy/federal-advocacy/community-health-centers>
- Contracted with insurances
- Developed a waitlist for those interested in the services
- Call incentives, uninsured diabetic eye exams donation, internal referrals, collaboration between departments
- Encounter goals

# Daily Workflow...

- Check-In process
- Dilatation
- Template
- Referrals
- Assist with glasses

# Hindsight is 20/20

- The exam rooms and hallway are small
- Would have created a recall system instead of scheduling out
- Integrated more with medical

# Zenni Optical

- Needed an option for vision wear
- Greenway Intergy did not have a retail module
- Solution – Zenni Optical
  - Online
  - Very reasonable cost (kids glasses = \$6.95)
  - Contracted at a 10% reduction in published cost

# Zenni Optical

Let's try to buy new glasses

- Need PD and OD
- Optometry PSR can help with fitting
- Basic frames on site at HealthLinc
- Can order online at:

<https://www.zennioptical.com/>

# Summary - Optometry

- Optometry services put eyes back in the body
- Plan using the AOA planning guide
- Change in Scope
- Operational/EHR changes
- Use of online service for optical wear

# Contacts at HealthLinc

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