

A Commercial Leaseholder's Practice Building Guide - "And I Still Don't Sell Glasses"

Course Description: With the growing number of Leaseholder opportunities for optometrist, this course will provide a template for the new or established leaseholder to use in order to develop a powerful practice within a commercial environment. Use of insurance billing, both vision plans and medical plans, investment in advanced instrumentation to grow the medical practice segment, new contact lens prescribing strategies, EHR, staffing, décor and appearance, and the relationship with the lessor will be discussed.

Course Learning Objectives:

Upon completion of attending this course, the attendees will:

- a) Be aware of the advantages of accepting multiple insurance plans
- b) Will know how to maximize the billing of different insurance types to provide more services to patient.
- c) Learn how investment in advanced instrumentation can grow the medical Optometry practice, enhance patient care and marketing of the practice without increasing overhead.
- d) Be aware of how contact lens strategies can grow the practice
- e) Be aware of the advantages of a paperless office
- f) Know how staffing, scheduling, office décor, personal appearance, and the relationship with the lessor can build a long lasting commercial leaseholder practice.

“I Don’t Sell Glasses, Now What?”

A Commercial Leaseholder’s Practice Building Guide

1. Introduction
 - a. The evolving optometric market place
 - b. Types of commercial practices
 - c. How you can apply this guide to any type of commercial office
2. Insurance Plan Types
 - a. Vision Plans
 - i. Stand alone
 - ii. HMO
 - iii. Industry self - insured
 - b. Well-care/Routine-care Plans
 - c. Medical Plans
 - i. Medicare
 - ii. Medicaid
 - iii. Third Party
3. Insurance Utilization
 - a. Exam Levels
 - i. Routine
 - ii. Medical
 - iii. Dilation
 - iv. Contact lens examination
 - b. Performing appropriate insured exams
 - c. Special testing
 - d. Collections
4. Advanced Instrumentation Investment
 - a. Retina
 - i. Fundus Camera
 - ii. OPTOS
 - iii. OCT
 - iv. AdaptDx
 - v. QuantifEYE
 - b. Anterior segment
 - i. Slit Lamp Camera

- ii. Topography
 - iii. Pachymeter
 - c. Dry Eye Testing
 - i. Topographer
 - 1. Tear Breakup
 - 2. Meibomian Gland Imaging
 - ii. Mibo - Meibomian Gland Imaging
 - iii. Tear Lab
 - iv. InflammADry
 - d. Testing as Marketing
 - i. Set up the Show
 - ii. Prime the pump in the waiting room
- 5. Contact Lens Strategies
 - a. Refitting issues
 - i. Chair time
 - ii. Script
 - iii. Upsetting Patients
 - b. Advanced lens designs and materials
 - i. Multifocals
 - ii. New SiHy lenses
 - iii. Hyper comfort lenses
 - c. Compliance
 - i. Non-Compliant patients cost money
 - ii. Compliant patients come back and refer
 - iii. Use MRRS to increase compliance
- 6. The Changing Contact Lens Marketplace – The Rise of Daily Disposables
 - a. Patient Advantages
 - i. Convenience
 - 1. No lenscare
 - 2. Portability
 - 3. Part time schedules
 - ii. A fresh lens every day
 - iii. Increased comfort
 - b. Patient Drawbacks
 - i. Cost
 - 1. Perceived
 - 2. Reality
 - ii. Availability of parameters
 - iii. Handling
 - c. ECP Advantages
 - i. Compliance

1. Effect on return appointments
2. Effect on CL sales
- ii. Problem solving
 1. The “I can’t wear contacts” patient
 2. The non-compliant patient
 3. The recurring corneal event patient
- iii. Lifestyle Prescribing
 1. Creating new CL patients
 2. Increase word of mouth referral
- iv. Increase Optical Sales – The EASE Study
- d. ECP Drawbacks
 - i. Refitting issues
 - ii. Chair time
 - iii. Script
 - iv. Cost
 1. “Patients will get mad”
 2. Don’t like discussing cost
 3. How do I do this??
 - a. Prejudging
 - b. Build value
 - c. The excitement of new and improved
 - v. Inventory
 1. Space to store
 2. Cost – cash flow
 - vi. Low Dk/t??
- e. Health Advantages
 - i. Tear film / ocular surface advantages
 - ii. Allergy
 - iii. GPC
 - iv. Dry Eye
 - v. No Lens Case
 - vi. Compliance and complications – The Dumbleton Study
- f. Review of Daily Disposable parameters of major manufacturers
 - i. Alcon
 1. Focus Dailies – Sphere
 2. Freshlook OneDay Colors - Sphere
 3. Dailies Aqua Comfort Plus– Sphere, Toric and Multifocal
 4. Dailies Total One – Sphere and Multifocal
 - ii. B&L
 1. Soflens - Sphere
 2. Biotrue – Sphere, Toric and Multifocal

- iii. Cooper
 - 1. ClearSight / Equate - Sphere
 - 2. Proclear 1 Day – Sphere and Multifocal
 - 3. Clarity – Sphere, Toric, and Multifocal
 - 4. My Day – Sphere and Toric
 - iv. Vistakon
 - 1. Acuvue 1 Day Moist – Sphere, Toric, Multifocal
 - 2. Acuvue 1 Day Trueye - Sphere
 - 3. Acuvue Oasys 1 Day – Sphere and Toric
 - g. The SiHy Revolution
 - i. Why do we need SiHy in DD contacts?
 - ii. Comparing comfort and wear time
 - h. Summary – Opportunity for Growth
- 7. Go Paperless
 - a. Lots of great HER systems available
 - b. Speeds up the whole office
 - c. Patients expect this now
 - d. Better Recall
 - e. Speeds up and increases reimbursement
- 8. One Door / Two Door Management Issues
 - a. Hire your own staff 1=2
 - i. Loyal
 - ii. Motivate them
 - iii. Train and delegate
 - iv. Dress them
 - b. Create a private practice environment 2>1
 - i. Add furniture
 - ii. Paint
 - iii. Smell and Sound
 - c. Schedule 2>=1
 - i. Never Say No!
 - ii. Overbook and work efficiently
 - iii. Lunch is Expensive
 - d. Dress UP 1=2
 - i. Lab Coats are for Lab Techs
 - ii. No Pajamas
 - iii. The effect is inversely proportional to age
- 9. You and the Lessor
 - a. They are a partner whether you like it or not
 - b. Be nice and be a team
 - c. Educate them
 - d. You cannot win so use them to your advantage instead

10. If you want to sell glasses you are in the wrong place
 - a. Be glad they are doing it
 - b. This frees you up to be a doctor!