

PSS NEWS

To my colleagues,

Welcome to the July edition of PSS NEWS. Here are my thoughts for the month:

1. We are finally starting to see some hope of life resembling "normal." Although new variants of COVID are emerging, hopefully we can get ahead and stay ahead of this pandemic. Hopefully one day, we will truly be normal again.
2. I have spoken to many optometrists who are now finally gaining some ground in their practices. Many of them lost substantial income last year and are looking to make some of it this year and beyond. To me, there will be multiple ways to recover lost income. The easiest way is to practice to the full scope of what our state allows and to take advantage of our "high ticket" items such as dry eyes, keratoconus, glaucoma, and amniotic membranes. Another simple method is to capitalize on the patients you already have. Get more efficient at doing recall, confirming patient appointments, etc. Little changes can make a big difference.
3. Lastly, we have seen several states in this pandemic expand their therapeutic privileges, a process which I hope continues. We are more than refractionists and contact lens fitters, we are primary care eye care providers and can handle almost any ocular disease or pathology that a patient has. Now, more than ever, we have to stick together to keep our profession moving forward. At the very least, we need to make sure our profession doesn't go backwards.

REMEMBER: You can email me your comments, editorials or a 2-3 sentence job posting for FREE! If you wish to post something, please email me at deegup4919@hotmail.com or Sonia at education@psseyecare.com

Deepak

Deepak Gupta, OD

LIVE (IN PERSON) MEETINGS

September 11-12 Mystic CT
 September 25-26 Tysons Corner VA
 October 23-24 Orlando FL
 November 13-14 Atlanta GA

LIVE WEBINARS

Sept 18-19 -- 16 COPE hours
 Dec 5 -- 10 COPE hours

PSS EYECARE 2021 SPEAKERS

Pinakin Davey

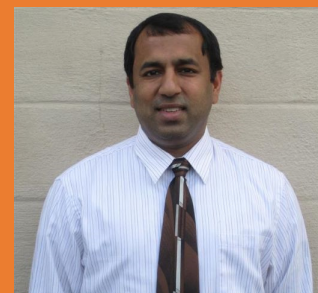
Tim Earley

Steven Ferrucci

Ron Melton

Jerome Sherman

Randall Thomas



Deepak Gupta

Course Director, PSS EyeCare

For more info, visit our
 website

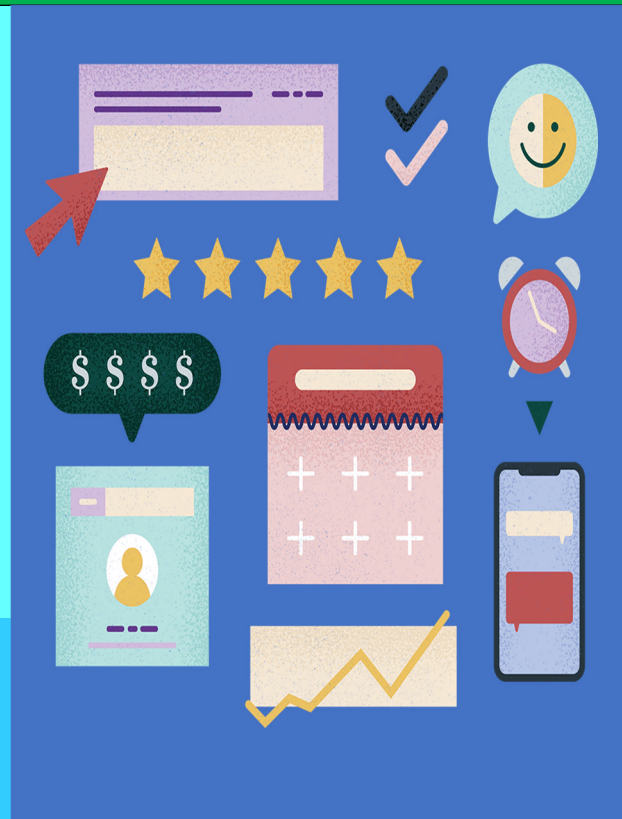
www.psseyecare.com

Lessons

Back in the “old days” recalling patients was easy: you would send a patient a post card saying that it was time for their exam. In addition or in place of that, you would have a staff member call patients to come in. Life and technology since then has evolved considerably so there are many more creative ways to keep patients engaged.

Recall starts with the doctor during the visit

The next patient visit starts with this year’s eye exam. You should take the time during or at the end of the exam to explain any significant findings and to emphasize to the patient when you want him or her to return. If you help the patient understand the “why” of the next exam, they are going to be more likely to come back at the appropriate time. The second component of this is equally important. Start educating patients that they are coming back for an ocular health exam, not just a glasses or contact lens check. While you will address any vision issues when they return, emphasizing the health component is critical.



Doing it by yourself

A recall system can be as simple as a color-coded filing system in which different colors represent a routine exam, glaucoma, diabetic exam, etc. Another traditional method many optometrists use is post cards which are filled out the day of the exam and placed in the appropriate bundle to be mailed out the month prior to the anticipated exam date.

Consider a partner for recall and more

There are two main problems with doing it yourself. First, a staff member generally has to manage the recall system, which can be labor intensive. Secondly, it is very difficult to generate analytics to figure out how effective these post cards are and how many recalls need to generate a second notice (and how to keep track of that).

If you have an EHR, that software should be able to handle some of these chores, but ultimately it still is a labor intensive project. You may want to consider a patient communication partner which can not only free up this staff member, but do patient recall, billing, marketing, analytics, and more in a way that is so much more effective than anything you are doing now. Obviously, there is a fee associated with these companies but in the vast majority of cases, the ROI on these fees is outstanding.

The leading company doing this is called Weave (www.getweave.com) but there are many others. The next page will show you what a company like Weave can do for your practice.

These are just a few of the services a company like Weave can offer. The chief advantage is that Weave does much more just patient recall. They offer programs to retain patients, help to make the exam process more efficient, change the way you bill patients, and market to recruit new patients. Let's look at some of these

DIGITAL FORMS

Simplify the hassle of collecting patient information with Weave Digital Forms. Convenient way for customers to fill out and submit forms online before coming into their appointment, so you can reduce physical contact and lower your office's operating costs.

PHONE SYSTEM

Try a smarter phone system that can help you identify new and current customers, heavy call times for your business, and opportunities to impress your customers with helpful and actionable information at every call.

PAYMENT SYSTEM

Collect more with less time, effort, and hassle. Weave Payments is the full payment processing solution that offers multiple contactless payment options that let your customers pay the way they want, whether they're in the office or miles away.

WEAVE MESSAGES

Many patients cannot be bothered by phone calls in today's tech-savvy world. This option allows for easy one-click communication wherever you are. Engage customers, send updates, schedule appointments and answer questions with Weave's powerful two-way texting.

WEB ASSISTANT

Let your website work harder for you by allowing customers to schedule with and text your business whenever it works for them. Then quickly respond when you can and continue with your day.

ANALYTICS

Practice analytics give you an in-depth look at trend data to bring back patients with unscheduled treatment, canceled appointments, and other priority patients. Along with this, there are many parts of your practice you should be analyzing. This includes (but not limited to) gross vs net income, charges vs total receipts, total patient encounters vs percentage booked, revenue per patient, revenue per doctor hour worked, percentage of eyeglasses prescriptions written vs eyeglasses sold. These are just a few. You may look at more or less data depending on the nature of your practice.

APPOINTMENT SCHEDULING

Schedule more appointments, reduce no shows without tying up your staff's time.

The above are just a few areas where every practice owner should be looking at in order to make sure that the practice is keeping up with the times. It is no different than buying new equipment to diagnose disease as technology evolves.

In the end, every optometric practice owner must decide for him or herself whether they want to dedicate staff hours to take care of these things. Some of it is a decision of time vs money. Some of it is how efficiently do you want your practice to run. How much additional revenue would implementing a company like Weave bring in? From the data I have seen, in most cases, the additional revenue far exceeds the costs.

WEAVE EMAIL MARKETING

Email marketing, simplified for small business.

TOP FUNCTIONALITY

- + PRE-BUILT AND CUSTOMIZABLE EMAIL TEMPLATES
- + FREE IMAGE LIBRARY
- + ACTIONABLE ANALYTICS
- + CUSTOMIZABLE CAMPAIGN FILTERS

59%

of people say marketing emails influence their purchasing decisions¹

3800%

Return on investment: Email generates, on average, \$38 of new business for every \$1 spent²

1. SalesCycle, 2018.
2. EmailMonday, 2015.



USE CASE

Notify customers of important updates, reactive customers who haven't seen you in awhile, and keep in touch with email newsletters.

Stay top of mind with promotions and reminders to take advantage of end-of-year benefits.

No need to become an email writer: choose from a growing library of email templates to send, edit pre-existing templates in any way you like, or create your own templates from scratch.

The most straightforward email marketing tool: start sending emails in under 10 minutes!

“We sent out a single email letting patients know that we were expecting a contact shortage during COVID, and if they needed a refill, they should stock up. We sold \$20k in contacts from that single campaign.”

- Dr. Montgomery, O.D., Founder, Enclave Vision Associates

NEWS: IN CASE YOU DIDN'T HEAR

- There are some early reports that the COVID vaccine can cause signs of graft rejection in patients who have undergone a corneal transplant. Most of these patients were treated successfully with steroids, preventing a graft failure.
- Prevent Blindness has named July Dry Eye Awareness month.
- Optometrists in Texas gained additional therapeutic privileges. ODs will now be able to independently manage glaucoma and will be able to prescribe both topical and oral pharmaceuticals.
- 8 states are allowing optometrists to give COVID vaccinations: California, Colorado, Kentucky, New Jersey, Ohio, South Carolina, Utah, and Virginia.

CASE STUDIES FROM THE TRENCHES

An 18 year old female patient presents for a routine eye exam. She has a history of poor vision in both eyes since the of age 8. She currently wears eyeglasses full-time and contact lenses for sports and exercise. Her ocular, medical, and family history is otherwise unremarkable.

Her exam findings:

MR: OD -1.50 -2.25 x 90 20/80 OS -1.25 SPH 20/20

CT: Ortho at D, 3 exo at N

EOMS/Pupils: Normal OU

SLE: Normal OU

DFE: Normal OU C/D .30 OD, .25 OS

Upon further questioning, she admits that the vision in the right eye has always been worse than the vision in the left. She vaguely recalls her parents telling her about a lazy eye.

Her questions at today's visit

1. Is it possible for her to wear contact lenses full time?
2. Is there anything which can be done for the right eye to improve vision?

How would you handle this? What is your management plan?

Find out what I did in the next issue

MARKET PLACE

Editorials

Advertisements

Job Openings

Waynesboro, PA

Antietam Eye Associates, in Waynesboro, PA, is looking for an associate OD. We practice full scope optometry. Full and/or Part time is available. Contact Dr. Ridenour, DrR@antietameye.com.

Greenwich, CT

Optometric Practice w/ Retail Optical in Greenwich CT for sale. Text Dr. Manny Greitzer at 718-415-2020 for more info

Santa Barbara, CA

I am an Optometrist practicing in Goleta, CA next door to Santa Barbara. I need a FT or PT OD. We pay well! over 600/day as average. Call Cory Bream 805-451-4531 www.BreamOptometry.com

North Kingstown, RI

Fantastic opportunity to own a 40 yr old busy family practice, great neighborhood in North Kingstown, main road, great town with an extremely loyal clientele, and room to grow. Contact David Wright 401-884-5319

Roanoke, VA

National Optical in Roanoke VA, looking for a full/part time Optometrist. Please contact Tom Cox at 540-362-0300 for more information.

NEED A NEW WAY TO MARKET TO YOUR PATIENTS?

Try sending your patients a quarterly e-newsletter!

PSS EyeCare is creating a subscription service so you can do that.

Your newsletter will help educate your patients on glaucoma, dry eyes, contact lenses, and macular degeneration – all in an easy to understand format.

It can be personalized for your practice including a full page for promotions, advertisements, or other information you want to relay to your patients.

Stay tuned for details.

LOOKING FOR A FUN OFFICE DECORATION?

All handmade products with many different themes and seasons. Option available to customize



Visit [etsy.com](https://www.etsy.com) and search "ArtsAndCraftsbySonia"

LAST MONTH'S CASE STUDY

A 49 y.o. African American male presented for a routine eye exam because "his regular doctor" told him he should have one. He broke his eyeglasses 1 month ago and desperately needs a new pair. His Ocular and Family History is negative. He is Diabetic x 10 years and takes a combination of insulin and oral medications. His fasting blood glucose runs roughly 170 and his last A1C was 9.4.

His entering VA was 20/80 OD, 20/60 at distance and J1- at near OU. Manifest refraction revealed a prescription of -1.75 SPH OD 20/20 and -1.00 -.50 x 180 OS 20/20. All other entrance exams and slit lamp examination was normal.

Sadly he refused dilation even after being educated about the need to do so. Now what should we do with this patient?

WHAT I DID FOR THIS PATIENT

1. In most cases, when a patient's blood glucose levels are fluctuating or high, we do not prescribe eyeglasses. However, in this case he desperately needed something so he could legally drive. So, I gave him a prescription for glasses and told him that it will likely change when his blood glucose stabilizes. If you have an optical shop, you can take the next step and offer a redo at N/C when that happens. It's nice PR for your shop and generates another sale.
2. Then, I educated him on the need for a dilated exam, especially since his diabetes is not well controlled. Since he could not do it the day of the visit, I told him we would schedule it when he picks up his eyeglasses.
3. The final thing I did is make sure I was educated on what normal and abnormal values are for diabetes. To me, two questions which we should ask every diabetic patient is if they know their fasting blood glucose levels and A1C value. These are two values we should memorize the ranges for:

Normal:	Fasting blood glucose: <100	A1C: <5.7
Pre-diabetes:	Fasting blood glucose: 100-125	A1C: 5.7 to 6.4
Diabetes:	Fasting blood glucose: >126	A1C: >6.4

IF YOU HAVE OTHER SUGGESTIONS, FEEL FREE TO SEND THEM TO US

SEE YOU NEXT MONTH. BE SURE TO CHECK OUT THIS MONTH'S CASE STUDY

PSS EYECARE 2021 FALL MEETINGS

READY FOR LIVE (IN-PERSON) CE?

We have 4 weekend live CE program in 2021

All live meetings include a hot breakfast and lunch

September 11 & 12 – Mystic CT
20 COPE/FL Board Hours

September 25 & 26 – Tysons Corner VA
20 COPE/FL Board Hours

October 23 & 24 – Orlando FL
18 COPE/FL Board Hours

November 13 & 14, 2021 – Atlanta GA
18 COPE/FL Board Hours

All new courses centered around helping optometrists to build a medical practice and generate additional revenue for the practice. Courses include clinical updates plus information on how to integrate new technologies into clinical practice. Visit our website to view speakers and course descriptions.

STLLL NOT READY FOR LIVE AND PREFER VIRTUAL?

We have a weekend webinar on Sept 18-19 worth a total of 16 CE hours.

ARBO has approved these hours as LIVE CE

Scheduled Courses:

A Clinician's Guide to Keratoconus

Macular Carotenoids Effect on the Eye, Brain, Body

Pharmacology: What to Use and When to Use It

A Crash Course on Oral Pharmacology

Disease Management for Optometrists

A Primer in Anterior Segment Disease

Glaucoma: How to Find it

Glaucoma: What do to About it

Register by Sept 1st and pay only \$200 for all 16 LIVE CE COPE approved hours

To view agendas or to download registration form, please visit our website

www.psseyecare.com

The premier company for optometric CE