

Myopia Management Symposium Part 3

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WELCOME!




Host: Dr. Stephanie Woo

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This event is supported with an unrestricted educational grant from Cooper Vision.

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- For a 1-hour webinar attendees must be online for a minimum of 50 minutes
- Please fill out the survey link in the chat. Also, the survey link will appear when the webinar ends.
- CE certificates will be delivered by email and sent to ARBO with OE tracker numbers
- **CE certificates will be emailed within 3 weeks**
- Ask questions using the zoom on-screen floating panel




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Speaker Bio – Dr. Ariel Cerenzie



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Integrating Myopia Management into Your Practice

BY: DR. ARIEL CERENZIE & DR. STEPHANIE WOO

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CHARLOTTE, NC

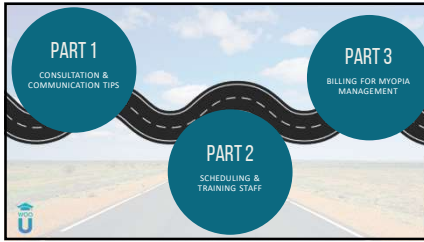


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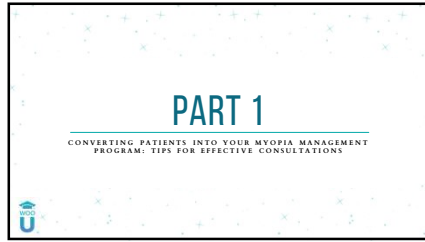
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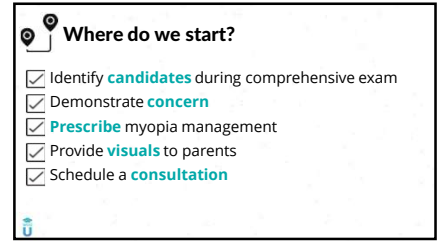
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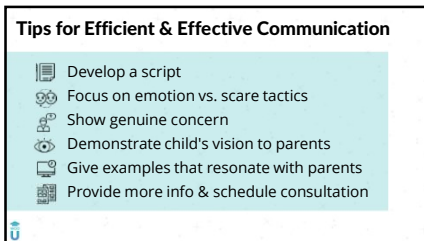
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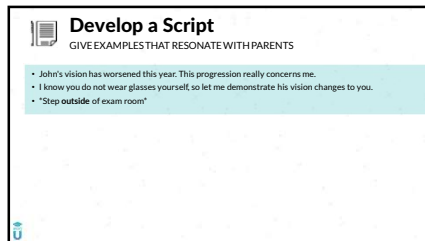
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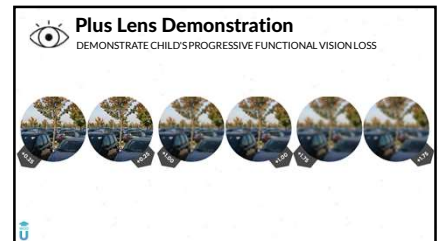
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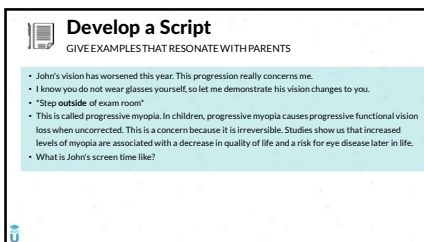
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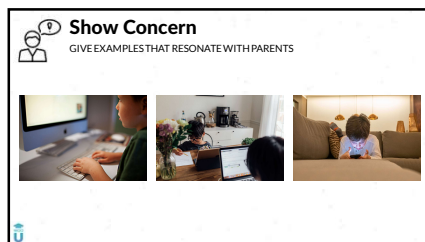
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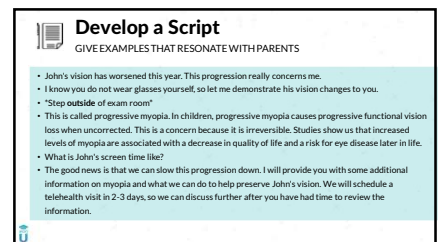
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Telehealth/Consultation Follow up
ALLOW PARENTS TIME TO REVIEW INFORMATION & SCHEDULE FOLLOWUP

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Telehealth/Consultation Follow up
ALLOW PARENTS TIME TO REVIEW INFORMATION & SCHEDULE FOLLOWUP

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PART 2
TRAINING STAFF, CREATING A SCHEDULE TEMPLATE, & BUILDING A PATIENT BASE

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Training Staff
PREVENT DISRUPTION

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Training Staff
PROVIDE EDUCATION & MOTIVATION

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Training Staff
PROVIDE EDUCATION & MOTIVATION

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Schedule Templates
CREATE MYOPIA MANAGEMENT APPOINTMENT SLOTS

Work-up	Exam Time	Follow-Up
Auto-refraction Biometry Topography	Wet/Cycloplegic Refraction Slit Lamp + NaFl Binocular Testing	Parent Counseling I&R training

45 minutes?

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Schedule Templates
CREATE MYOPIA MANAGEMENT APPOINTMENT SLOTS

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Schedule Templates
ATROPINE, MF, & ORTHO-K

INITIAL THERAPY VISIT

- VAs
- Biometry (axial length + pupil tests)
- [Topography]
- Refraction BCVA @ dist. and near
- Slit lamp + NaFl
- Binocular testing
- Wet refraction

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Schedule Templates
ORTHO-KERATOLOGY - 1 DAY/1 WEEK

FOLLOW UP VISIT

- History
- DVA & NVA *sc*
- Biometry
- Topography
- Slit lamp + NaFl (w. and w.out lenses)
- Refraction + OR
- Binocular testing

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Schedule Templates
MF, ATROPINE, 3 MO/6 MO ORTHO-K

FOLLOW UP VISIT

- History
- DVA & NVA cc [or sc]
- Biometry (axial length + pupil tests)
- Binocular testing + NVA
- Slit lamp
- Refraction

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Create a Start Date

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Building Your Schedule
INCREASE MYOPIA MANAGEMENT PATIENT BASE

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PART 3

BILLING FOR MYOPIA MANAGEMENT: A METHOD TO CALCULATE FEES SPECIFIC TO YOUR OFFICE

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"INSURANCE"	SELF-PAY
PROS Patient expectation	PROS Straight-forward reimbursement Higher reimbursement Less administrative work/time
CONS Reduced reimbursements Variable reimbursements per plan Will not pay more for specialty fee Difficult to switch to self-pay after	CONS Larger expense Potential for patient push-back Staff uneasiness

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Myopia Source

General Release - Privacy Policy

At Myopia Source, we are committed to protecting your privacy and ensuring that your information is used only for the purposes you have consented to. This Privacy Policy explains how we collect, use, and disclose your information.

Information We Collect

- Personal Information:** Name, address, phone number, email address, date of birth, gender, and other identifying information.
- Medical Information:** Your medical history, including any eye conditions, treatments, and prescriptions.
- Financial Information:** Payment information, including credit card numbers and expiration dates.
- Usage Information:** Information about how you use our website and services, including IP address, browser type, and device information.

How We Use Your Information

- To provide and improve our services.
- To process your payments.
- To communicate with you about our services.
- To comply with legal obligations.

How We Share Your Information

- With service providers who assist us in our operations.
- With our insurance carriers for billing purposes.
- As required by law.

Your Rights

- You have the right to access, update, or delete your personal information.
- You have the right to opt out of receiving marketing emails.
- You have the right to request a copy of this Privacy Policy.

Contact Us

If you have any questions about this Privacy Policy, please contact us at privacy@myopiasource.com.

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Myopia Source

Myopia Management Program Budget

This budget is designed to help you understand the costs associated with myopia management. It includes a breakdown of the various services and materials provided.

Program Components

- Initial Consultation
- Diagnosis and Prescription
- Orthokeratology or Myopia Management Lenses
- Follow-up Visits
- Biometric Monitoring

Estimated Costs

The total cost of the program is estimated to be \$X,XXX. This includes all services and materials provided over the course of the program.

Payment Options

We offer flexible payment options to make the program more accessible. You can pay the full amount upfront or use a financing plan.

Contact Us

For more information, please contact us at [800-555-1234](tel:800-555-1234).

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BILLING USING INSURANCE

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Billing Insurance

FEE FOR SERVICE MODEL

Description	ICD 10 Code
Degenerative Myopia	H44.XX
Peripapillary Atrophy	H31.22
Staphyloma	H15.838
Other Specified Retinal Disorders	H35.89

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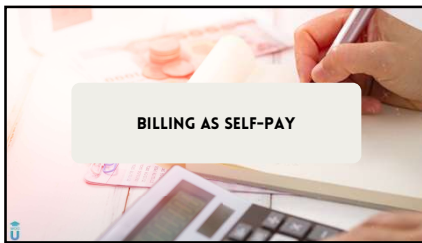
Billing Insurance: Year 1 Ortho-K example

Consultation (60 minutes)
CL Mgmt Fee: \$500 **
CL Material Fee: \$500 **
 = \$1,000 total

Follow ups + topography (+ biometry)
1 day (92012): \$86.39* + \$38.88* + \$80.26
1 month (92012): \$86.39* + \$38.88* + \$80.26
3 month (92012): \$86.39* + \$38.88* + \$80.26
6 month (92012): \$86.39* + \$38.88* + \$80.26
 = \$1027.65

= \$2,027.65 total

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- STEP 1**
Calculate **Chair Cost**
- STEP 2**
Estimate # of visits/year for **year 1** and **subsequent years**
- STEP 3**
Chair cost x # of visits = minimum cost to break even
- STEP 4**
Determine **profit margin** for services and materials

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Self-Pay Calculations

USING MBA METHOD TO CALCULATE FEE-FOR-SERVICE AND/OR GLOBAL FEE

$$\text{Chair Cost Per Patient (break even point)} = \frac{\text{Fixed Costs}}{\text{Revenue Generating Visits}}$$

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Self-Pay Calculations

USING MBA METHOD TO CALCULATE FEE-FOR-SERVICE AND/OR GLOBAL FEE

$$\text{Chair Cost Per Patient (break even point)} = \frac{\text{Fixed Costs}}{\text{Revenue Generating Visits}}$$

Expense Category	Median % of Gross Revenue	Range for Middle 60% of Practices
Administrative	2%	1% - 3%
Advertising	20%	10% - 24%
General Overhead	7%	3% - 10%
Occupancy	7%	4% - 9%
Equipment	2%	1% - 3%
Marketing	1%	1% - 2%
Other	2%	1% - 4%
Net Income	30%	20% - 40%

Note: Visit mba.or.com for additional details on expense ratios by practice size.

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Self-Pay Calculations

USING MBA METHOD TO CALCULATE FEE-FOR-SERVICE AND/OR GLOBAL FEE

Expense Category	Median % of Gross Revenue	Range for Middle 60% of Practices	A	B	C	
Cost of Goods	20%	15% - 25%	1	Expense Category	Median % of Gross Revenue	Expense for \$1,000,000 Office
Staffing	20%	15% - 25%	2	Cost of Goods	20%	\$ 200,000
Advertising	20%	15% - 25%	3	Staffing	20%	\$ 200,000
General Overhead	7%	3% - 10%	4	General Overhead	7%	\$ 70,000
Occupancy	7%	4% - 9%	5	Occupancy	7%	\$ 70,000
Equipment	2%	1% - 3%	6	Equipment	2%	\$ 20,000
Marketing	1%	1% - 2%	7	Marketing	1%	\$ 10,000
Other	2%	1% - 4%	8	Other	2%	\$ 20,000
Net Income	30%	20% - 40%	9	Net Income	30%	\$ 300,000
			10			
			11	#1 Income	50%	\$ 500,000

Note: Visit mba.or.com for additional details on expense ratios by practice size.

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Self-Pay Calculations

USING MBA METHOD TO CALCULATE FEE-FOR-SERVICE AND/OR GLOBAL FEE

Expense Category	Median % of Gross Revenue	Expense for \$1,000,000 Office
Cost of Goods	20%	\$ 200,000
Staffing	20%	\$ 200,000
General Overhead	7%	\$ 70,000
Occupancy	7%	\$ 70,000
Equipment	2%	\$ 20,000
Marketing	1%	\$ 10,000
Other	2%	\$ 20,000
Net Income	30%	\$ 300,000
#1 Income	50%	\$ 500,000

$$\text{Chair Cost Per Patient (break even point)} = \frac{\text{Fixed Costs} = \text{Gross} - \text{CoG}}{\text{Revenue Generating Visits}}$$

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Self-Pay Calculations

USING MBA METHOD TO CALCULATE FEE-FOR-SERVICE AND/OR GLOBAL FEE

Expense Category	Median % of Gross Revenue	Expense for \$1,000,000 office
1. Cost of Goods	20%	\$200,000
2. Staffing	20%	\$200,000
3. Rent/Overhead	20%	\$200,000
4. Insurance	20%	\$200,000
5. Marketing	20%	\$200,000
6. Other	20%	\$200,000
7. PPE	20%	\$200,000
8. IT	20%	\$200,000
9. PPE	20%	\$200,000
10. PPE	20%	\$200,000
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95. PPE	20%	\$200,000
96. PPE	20%	\$200,000
97. PPE	20%	\$200,000
98. PPE	20%	\$200,000
99. PPE	20%	\$200,000
100. PPE	20%	\$200,000

1,000,000-300,000-290,000

Chair Cost Per Patient = $\frac{\text{Fixed Costs}}{\text{Revenue Generating Visits}} = \frac{124.00}{3,300} = \124.00

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Self-Pay Calculations: Orthokeratology

USING MBA METHOD TO CALCULATE FEE-FOR-SERVICE AND/OR GLOBAL FEE

ORTHO-K: NUMBER OF VISITS (YEAR 1)

Consultation - 1 or 2 consults? (20-60 min)
 Fitting Visit (20 min)
 Dispensing Visit (20 min)
 1 day (20 min)
 1 week (20min)
 1 month (20 min)
 Quarterly/Q6mo. thereafter (20 min)

Total Minimum Time: 180 minutes/7 visits

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Self-Pay Calculations: Orthokeratology

USING MBA METHOD TO CALCULATE FEE-FOR-SERVICE AND/OR GLOBAL FEE

ORTHO-K: NUMBER OF VISITS (YEAR 1)

Consultation: 1 or 2 consults? (20-60 min)
 Fitting Visit (20 min)
 1 day (20 min)
 Dispensing Visit (20 min)
 1 week (20min)
 1 month (20 min)
 Quarterly/Q6mo. thereafter (20 min)
 Total Minimum Time: 140 minutes/7 visits

7 x \$124 = \$868 for SERVICES

Recommendation: Build in 2-3 visits for wiggle room

9 x \$124 = \$1116 for SERVICES

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Self-Pay Calculations: Orthokeratology

USING MBA METHOD TO CALCULATE FEE-FOR-SERVICE AND/OR GLOBAL FEE

\$1,116 for SERVICES + \$250 for 2 lenses (warranted) = \$1,366 total (Lenses+Services)

OTHER CONSIDERATIONS: More admin and patient management time? Global fee coverage: 90 days, 6 months, 1 year? Unlimited & inclusive care? May need more follow ups.

Minimum global fee to break even

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Self-Pay Calculations: Orthokeratology

USING MBA METHOD TO CALCULATE FEE-FOR-SERVICE AND/OR GLOBAL FEE

How much do you feel comfortable making on myopia management?

LENSES: Compare to other specialty products

SERVICES: Investment in time, technology, & education

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Self-Pay Calculations: Orthokeratology

USING MBA METHOD TO CALCULATE FEE-FOR-SERVICE AND/OR GLOBAL FEE

\$1,116 for SERVICES + \$250 for 2 lenses (warranted) = \$1,366 total (Lenses+9 visits)

Usual & Customary? Percent mark up?

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Self-Pay Calculations: Orthokeratology

USING MBA METHOD TO CALCULATE FEE-FOR-SERVICE AND/OR GLOBAL FEE

Cost to Practice: 9x \$124 = \$1116 for SERVICES + \$250 for annual supply = \$1366 total (Lenses+9 visits)

Usual & Customary for exam + biometry? Percent mark up? CL Management Fee \$300 = \$2330 Package Fee

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Self-Pay Calculations: Multifocals

USING MBA METHOD TO CALCULATE FEE-FOR-SERVICE AND/OR GLOBAL FEE

MULTIFOCALS: NUMBER OF VISITS (YEAR 1)

Consultation - 1 or 2 consults? (20-60 min)
 Fitting Visit (20 min)
 Dispensing Visit (20 min)
 1 week (20min)
 1 month (20 min)
 Quarterly/Q6mo. thereafter (20 min)

Total Minimum Time: 100 minutes/5 visits

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Self-Pay Calculations: Multifocal

USING MBA METHOD TO CALCULATE FEE-FOR-SERVICE AND/OR GLOBAL FEE

Cost to Practice: \$620 for SERVICES + \$750 for annual supply = \$1370 total (Lenses+5 visits)

Usual & Customary for exam + biometry? Percent mark up? CL Management Fee \$200 = \$2345 Package Fee

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Self-Pay Calculations: Atropine
 USING MBA METHOD TO CALCULATE FEE-FOR-SERVICE AND/OR GLOBAL FEE

ATROPINE: NUMBER OF VISITS (YEAR 1)

Consultation - 1 or 2 consults? (20-60 min)
 Follow Up/Initial Data Visit (20 min)
 1 week (20min)
 1 month (20 min)
 Quarterly Q&mo. thereafter (20 min)

Total Minimum Time: 100 minutes/5 visits

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Self-Pay Calculations: Atropine
 USING MBA METHOD TO CALCULATE FEE-FOR-SERVICE AND/OR GLOBAL FEE

Usual & Customary for exam + biometry?

Cost to Practice: \$620 for SERVICES (5 visits)

\$1020 Package Fee

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Visual Science STUDIO 2020

Consult Refraction Therapy (CRT)

Visual Science Studio 2020

Consult Refraction Therapy (CRT)

Visual Science Studio 2020

Visual Science Studio 2020

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STEP 1
Calculate Chair Cost

STEP 2
Estimate # of visits/year for year 1 and subsequent years

STEP 3
Chair cost x # of visits = minimum cost to break even

STEP 4
Determine profit margin for services and materials

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BEST PRICE

COST!

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PART 1
CONSULTATION & COMMUNICATION TIPS

PART 2
SCHEDULING & TRAINING STAFF

PART 3
BILLING FOR MYOPIA MANAGEMENT

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THANK YOU

ANY QUESTIONS?
 Dr. Ariel Cerenzie
 drc@studio-2020.com

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Thank you! Please join us for our next COPE event

DOES INSURANCE COVER CORNEAL CROSSLINKING?

Date: August 19, 2021
 Time: 5:30pm PST
 Speaker: Paul Casey, M.D.
 Topic: Does Insurance Cover Corneal Crosslinking?
 COPE: Approved for one hour live CE

Scan QR code to register

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