



# Successfully Integrating Myopia Management into Practice

Dr. Nick Despotidis

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# WELCOME!

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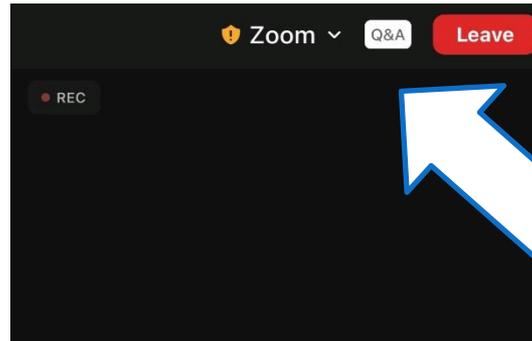


Host: Dr. Stephanie Woo

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- For a 1-hour webinar attendees must be online for a minimum of 50 minutes
- For a COPE certificate, 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 4 weeks**
- Ask questions using the zoom on-screen floating panel





### Opportunity to Partner

Optometrists are at the frontline to recommend treatment for cataract and glaucoma patients.



#### Established relationships with patients

- Ability to inform patients of the best technologies available
- Needs, wants, expectations, and lifestyle



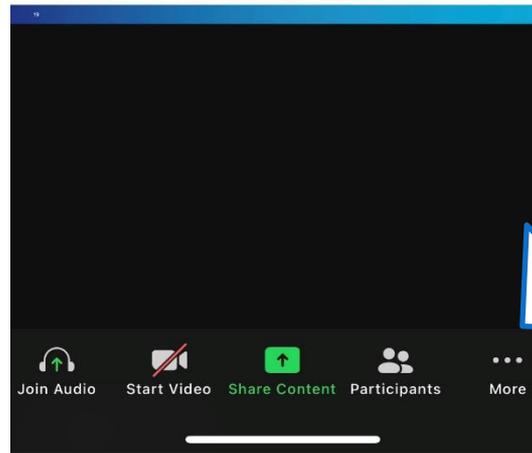
#### Reduce patient and physician burden

- Cost/pharmacy visits and prior authorizations
- Ocular surface disease and potential effects on visual acuity



#### Ability to impact patients' post-operative lifestyle

- ONE TIME opportunity during cataract surgery to address a patient's cataract, refractive needs (astigmatism and presbyopia) as well as their glaucoma



## Speaker Bio

Nick Despotidis practices in Hamilton, NJ with Barry Tannen, Ivan Lee, and Noah Tannen. Together, they have one of the largest practices in the country specializing in myopia management.

Nick is the lead author of two books, *“My Children are Nearsighted Too”* and *“A Parent’s Guide to Raising Children with Healthy Vision”*. His workshop *Super Charge Your Practice* is the most sought-after practice management course offered at the Vision by Design symposium. His TEDx talk *“A Childhood Disease Worth Preventing”* educates parents on the growing number of children effected by myopia and possible treatments available to them.



# Financial Disclosures

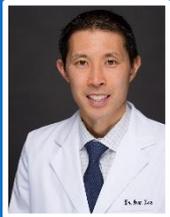
- Nothing to Disclose

# A Little About Our Practice

- Opened cold in 1988
- Began “myopia management” ~ 1992
- One location
- 6 optometrists (4 partners and 2 residents)
- Partners examine patients 3 days per week



## Our Practice



## Primary Care



## Myopia Management



## Vision Therapy

# Insurance Reimbursements: 2021

- Punctal Plugs
- Extended and photography
- Eye Exams



# Today's Goals:

1. How to acquire *QUALITY* patients
2. Fee determination
3. Staff management

# Opportunities or Distractions?

1. “Esthetic Optometry”
2. “Nutraceuticals”
3. “Genetic Testing”
4. “Dry Eye Center of Excellence”
5. “Scleral Lenses”
6. “Neurolens”
7. “Medical Coding and Billing Optimization”
8. “Myopia Management”

FOMO

vs

JOMO

FEAR OF  
MISSING  
OUTJOY OF  
MISSING  
OUT[marliescohen.com](http://marliescohen.com)

# Reasons to Integrate Myopia Management:

1. Improve practice revenue
2. Reduce dependency on insurance plans
3. Improved quality of life (in & out of the office)
4. Professional fulfillment
5. Uniquely help patients

# 1. How to Acquire Quality Referrals:

## WOW Your Patients!

- Before the consultation
- During the consultation
- Insertion and Removal Class (I&R)
- At EACH follow-up visit

## **Before consultation:** (20 minutes)

### Virtual Parent Conference

- Detailed child history
- Detailed family history
- Online habits
- Order a motivational prize

## **Consultation:** (60 -120 minutes)

1. Preliminary testing
2. Patient evaluation and fitting
3. Confident doctor recommendation
4. Parent discussion (Q&A)
5. Enrollment into your program
6. Schedule all follow-up appointments

# After the Consultation

1. Written report outlining results and recommendations
2. Follow-up email to elaborate items discussed:
  - Safety of myopia management
  - Visual hygiene
  - Side-effects of excessive smartphone use
  - Sleep and it's role in children's health
  - Initial design we've chosen to fit the child

# Insertion and Removal Class (I&R):

1. Before Class
2. During Class
3. After Class

# Before Insertion and Removal Class:

1. Give homework\*



2. Email prior to class\*

3. Order Amazon gift



## **Insertion and Removal Class:** (60 minutes)

1. High level of stress
2. Use higher level staff
3. Consent forms: Parent
4. Compliance forms: Child
5. Parent waits in reception room
6. Parent videotapes final attempt

# After the I&R class

1. Email review videos

2. Doctors calls/emails patients

## **Follow-up Visits:** (20 minutes)

1. Visual acuity with and without lenses
2. Fitting evaluation
3. Parent and patient discussion
  - Compliance
  - Any changes needed and why!
  - Discuss screentime
  - Discuss sleep
  - Discuss need for outdoor /social activities

A grayscale background image showing a group of diverse people sitting around a table, smiling and engaged in conversation. The image is slightly faded to allow the text to stand out.

# HOW TO CREATE RAVING FANS & *Why They're* SO IMPORTANT

Joe's Garage Coffee

## 2. Fee Determination:

*“By calculating the cost involved with treating specialty care patients, you’ll establish a foundation that will resonate throughout all the service you provide within your practice.”*

# What is Chair Cost?

Chair cost is the dollar figure a provider must produce per hour to support their practice overhead.

Chair cost= (Gross (-) COGS (-) Net)/patient care hours

Sample Chair Costs:

- \$150: One doctor practice
- \$250: Two doctor practice
- \$350: Three doctor practice

GO/OD

# Why Chair Cost is Less Relevant in An Era of Managed Care



Published 5 years ago on April 21, 2017  
By INVISION Staff

1. Chair cost implies a problem lies with the fees charged, not the way a doctor is managing his overhead (IE: overstaffing).
2. In the real world, some no-charge follow-up visits take longer than a complete exam for which ODs receive a fee.
3. Doctors often find themselves in a situation where they can't pass on increased operating costs (in the form of higher prices) to their patients because of managed care.

# Pulling it All Together

Chair Cost		\$200
Consult	1 Hour	
Follow-ups: (six 20 minutes)	2 Hours	
<b>Total Average Hours Spent</b>	<b>3 Hours</b>	<b>(3 X \$200)</b>
Subtotal		\$600
Materials		\$400
<b>Total Cost of Providing Care</b>		<b>\$1,000</b>

# Insidious Chair Cost:

	A	B	C	D	E	F	G	H	I	J	K	L	M
1		26-Mar	27-Mar	28-Mar	29-Mar	30-Mar	31-Mar	1-Apr	2-Apr	3-Apr	4-Apr	5-Apr	6-Apr
2	<b>Morning</b>	20/50	20/40	20/50	20/40	20/40	20/25	20/25	20/25				20/20
3	<b>Evening</b>		20/200	20/100	20/70	20/50	20/50	20/40					20/50
4		7-Apr	8-Apr	9-Apr	10-Apr	11-Apr	12-Apr	13-Apr	14-Apr	15-Apr	16-Apr	17-Apr	18-Apr
5	<b>Morning</b>	20/20	20/25	20/25	20/30	20/20	20/25	20/25	20/20	20/20	20/15	20/15	20/15
6	<b>Evening</b>	20/40	20/25	20/30	20/50	20/20	20/30	20/30	20/20	20/20	20/20	20/25	20/25
7		19-Apr	20-Apr	21-Apr	22-Apr	23-Apr	24-Apr	25-Apr	26-Apr	27-Apr	28-Apr	29-Apr	30-Apr
8	<b>Morning</b>	20/20	20/20	20/20	20/20	20/15	20/20	20/15	20/20	20/20	20/20	20/15	20/20
9	<b>Evening</b>	20/25	20/25	20/25	20/25	20/20	20/20	20/20	20/25	20/20	20/25	20/20	20/20
10		1-May	2-May	3-May	4-May	5-May	6-May	7-May	8-May	9-May	10-May	11-May	12-May
11	<b>Morning</b>	20/20	20/20	20/15	20/15	20/15	20/15	20/15	20/20	20/15	20/15	20/15	20/15
12	<b>Evening</b>	20/20	20/20	20/25	20/15	20/15	20/20	20/20	20/25	20/25	20/15	20/15	20/15
13		13-May	14-May	15-May	16-May	17-May	18-May	19-May	20-May	21-May	22-May	23-May	24-May
14	<b>Morning</b>	20/15	20/15	20/15	20/15	20/15	20/15	20/50	20/50	20/20			
15	<b>Evening</b>	20/15	20/15	20/15	20/15	20/20	20/20	20/50	20/50	20/25			

# Where Most Fail: Gross vs. Net



# GROWTH VS. LIFESTYLE BUSINESSES



**Growth businesses:** puts all the emphasis on growth... "Being an entrepreneur leaves little room for anything else in life."

**Lifestyle Business** looks to **profitability for personal income**, keeping in mind growth goals. Growth is slower and more incremental.

The Shark Tank logo is located in the bottom right corner of the slide. It features the words "SHARK TANK" in a bold, white, sans-serif font, set against a dark blue background with a subtle, wavy pattern resembling water or a shark's skin.

SHARK TANK

### 3. Staff Management

**“BUILD YOUR  
BUSINESS SO  
IT BRINGS YOU  
ENJOYMENT”**

**PADDI LUND, CRAZY DENTIST!**

**RANCILIO**



# How To Hire and Keep Great Staff?

1. Hire slowly, even during a pandemic!
2. Fire quickly
3. Solidify the staff you have
  - Adjusted salaries
  - Professional growth
  - Five minute daily meetings
4. Orchestrate Happiness
  - Bagel Wednesday
  - Lunch Fridays
  - Black Friday gifts
  - Saying good night and thank you...often!







Amazon's turnover rate for hourly associates is **about 150% a year**, even before the pandemic, according to the NYT. Jun 15, 2021

# Hiring *Process*:

Where: Indeed

1. Virtual interview
2. Aptitude assessment
3. In-person interview
4. Invitation to observe
5. Reference check
6. Background check
7. Drug testing

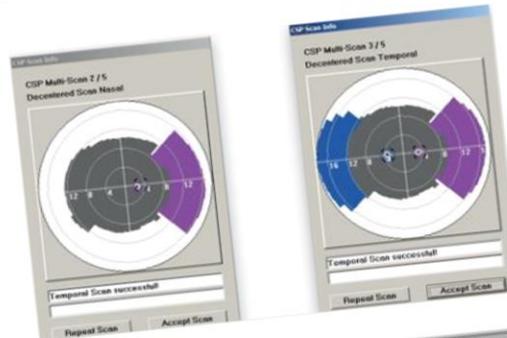
# Help Guides!

## OCULUS PENTACAM

**OVERVIEW:** The Pentacam Eye Scanner photographs the front and back surfaces of the cornea.

### SUCCESS CHECKLIST

- Open Oculus Pentacam program on the desktop
- Click on SEARCH to look for patient, NEW ....
- Click the PENTACAM button on screen to the right
- The pentacam camera program will then open, at the top of the screen...
- Instruct the pt to place their chin on the chinrest ...
- Start bringing the PC in towards the pt until eye starts ...!
- Looking at the bottom box to the left, the cornea surface with a red dot ...
- Use the bottom right box to toggle and align with joystick ....



# Position Agreements

## POSITION AGREEMENT: Myopia Management COORDINATOR

Purpose: The position agreement lays out a staff member's accountabilities, the staff member agrees to them, and their manager agrees to support the employee. |

**Technical: All technical work must be performed as outlined in EyeCare Professionals Help Guides.**

1. Respond to patient's email and phone calls about inquiries and requests
2. Review cleaning and I&R with patients
3. Enlist patients into GVSS program and update Consult spreadsheet
4. Oversee ordering, unpacking, & shipping OK lenses
5. Workup patients with Topography, VA's, place lenses in eyes
6. Use CRT lens selector
7. Greet all patients upon arrival, using patient's name whenever possible
8. Act as a scribe for doctor

# Staff Reviews:



**EyecareProfessionalsPC**  
Advanced Vision Care You Can Trust

Performance Review 2021

+	Name: <b>Nicole</b>	Review Date: July 2021
	Date of hire: 07/15/2019	Yrs. of service: 2
	Title: Front Desk	Manager: Amy

Your overall performance score:

**4**

**Due to absences and tardiness = 3**

Performance has consistently met or exceeded expectations for MOST responsibilities

Your salary change was derived from three components:

1. Your personal performance and future responsibilities
2. ECP Performance / Growth for the Fiscal year
3. The salary appropriate for the positions responsibilities

Past year Salary

12/14/2020 <u>(current)</u>	\$15.50 / hr
09/10/2020	\$15.00 / hr
3/4/2020	\$13.00 / hr

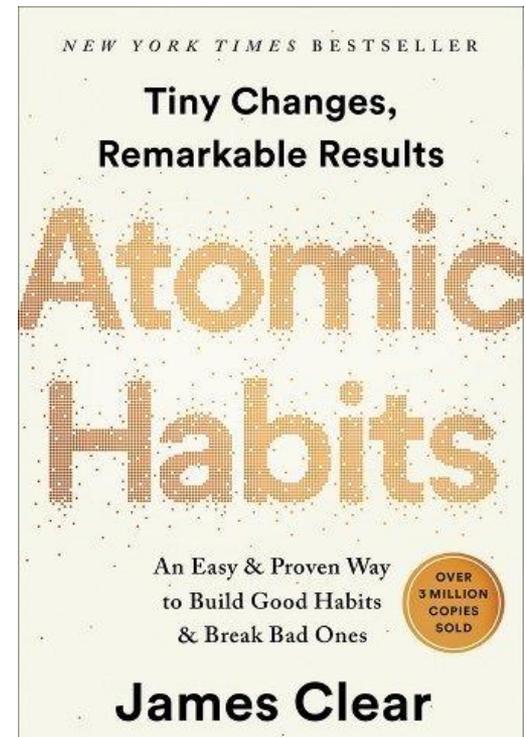
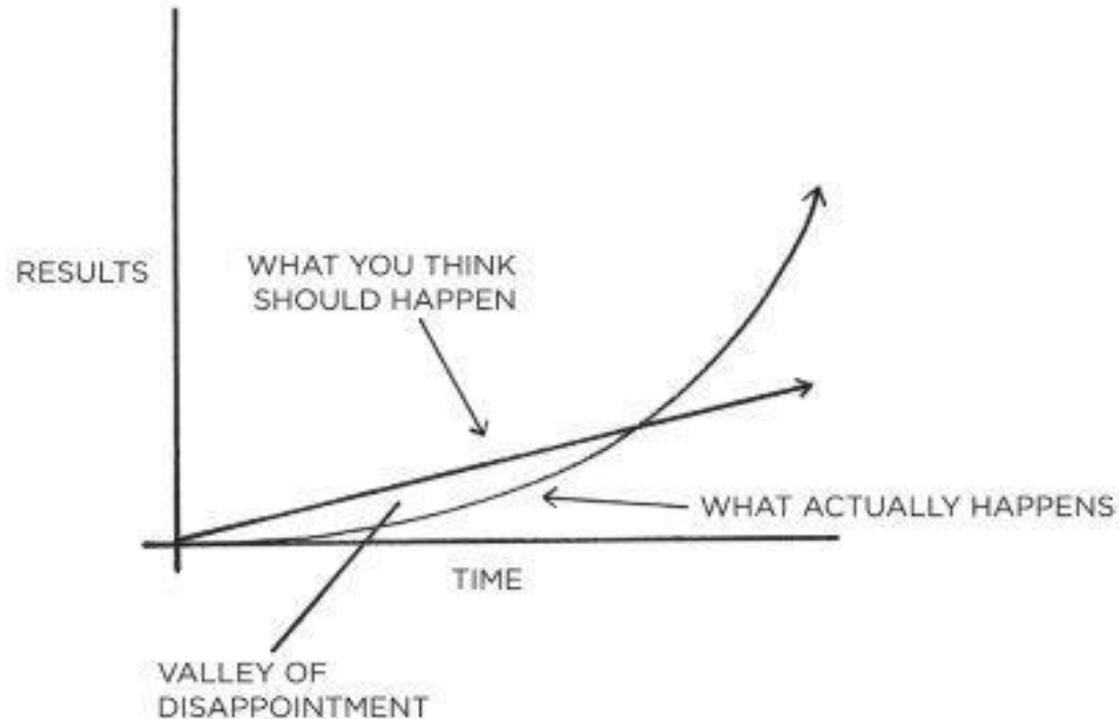
Next year Salary and Benefits

Hourly Rate: Rounded increase: \$ .04	<b>\$16.00 / hr (2000) = \$32,000</b>  \$900.00 per year
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# Orchestrate Happiness!



# THE PLATEAU OF LATENT POTENTIAL



*"If we don't change, we don't grow. If we don't grow, we are not really living. Growth demands a temporary surrender of security. It may mean a giving up of familiar but limiting patterns, safe but unrewarding work, values no longer believed in, relationships that have lost their meaning."*

**Gail Sheehy:** Author, Journalist