

Utilizing Topography Based Ortho-k Designs

- I. Introduction
 - A. Speaker name, credentials
 - B. Financial Disclosures

- II. Technology and Customization
 - A. How Technology helps with Orthok
 - 1. Showing patient advanced diagnostics
 - 2. Explaining how equipment/testing is the most advanced
 - 3. Not enough to have the equipment/tests, need to explain, show it off!
 - B. How Customization shows your an expert
 - 1. Consumers want to feel SPECIAL
 - 2. Give them the attention and personalization they crave

- III. Technology
 - A. The evolution of Technology
 - 1. Examples of how quickly technology changes
 - 2. Eye care is no different, and need to keep up
 - 3. How technology incorporated into better clinical results

- IV. Customization
 - A. How consumers are willing to spend more on custom designs
 - 1. Examples of consumer data spending on custom options vs non custom
 - B. How custom designs prove you are an expert
 - 1. Differentiate yourself even amongst “specialists” in a niche
 - a) Within the Orthok niche, you are even more specialized
 - C. Custom designs provide improved results
 - 1. Better clinically
 - a) Examples of non custom vs custom Orthok designs
 - b) Less chair time
 - c) Improved results

- V. Topography
 - A. Importance of great capture
 - B. Examples of good topography and bad

- VI. Software Design Examples
 - A. Review of different platforms
 - B. Tear film depiction
 - C. Difference in analysis compared to empirical designs

- VII. Designing from Topography
 - A. Review Topography examples
 - B. Step by step instruction of how to design in software based platforms
 - 1. Refraction
 - 2. Topography
 - 3. Software integration
 - 4. Changes to be made

- VIII. Troubleshooting
 - A. Show changes to different curves from initial design
 - 1. Flatten and Steepen Reverse Curve
 - 2. Flatten and Steepen Alignment Curve
 - 3. Base Curve modification
 - 4. Optic Zone modification

- IX. Case Examples
 - A. Inferior decentration troubleshoot
 - B. Lateral decentration troubleshoot
 - C. Central island troubleshoot