

Blueprint for Success: Strategies For Starting A Dry Eye Practice

Course Description:

This course will provide a blueprint for how to start a dry eye practice. Tips, strategies, and implementation tactics will be covered.

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Learning Objectives:

1. Describe strategies to creating a dry eye patient base.
2. Describe how dry can impact the productivity and profitability of an eye care practice.
3. Discuss strategies to build a dry eye practice.

Course Outline

1. Dry Eye Disease
 - a. Statistics
 - i. Impacts 49 million Americans (15% of population) & 6 Million Canadians
 - ii. Google Trends for “dry eye syndrome” have doubled between Dec 2010 and July 2020
 - iii. Shift in Demographics (no longer an “older” disease)
 - iv. Dry Eye
 1. Creates an opportunity to serve a growing population
 2. Impacts quality of life

- 3. Opportunity to improve patient care
 - v. Dry Eye Industry
 - 1. 2020: \$5 Million USD
 - 2. CAGR of 5.6%
 - 3. Predicted that by 2026=\$7Million
 - b. Dry Eye Opportunity
 - i. Enhance patient experience
 - ii. Bring specialty care to patients & community
 - iii. Add additional revenue streams to practice
- 2. How to build a dry eye patient base
 - a. Start with current patients
 - i. Annual Exams
 - ii. Surgical Co-management patients
 - b. Advertising
 - i. Reach out to OD practices in state/town
 - ii. Reach out to PCPs, dermatologists, rheumatologists, ophthalmologists
 - iii. Displays around office
 - iv. On-hold music
 - v. Email blasts to current patients
 - vi. Social Media
 - vii. Local News Channel
 - viii. Traditional advertising: Radio/Print/Newspaper/SEO targets
 - ix. Word of mouth referrals
- 3. Dry Eye Diagnostic & Treatments
 - a. When to know what to bring to your practice
 - i. Dry Eye Patient Demographic
 - 1. Age
 - 2. Socioeconomic status
 - 3. Ethnic Background
 - ii. Aesthetic Possibilities
 - iii. Considerations when purchasing equipment
 - 1. Cost
 - 2. Service Contracts/Warranty
 - 3. Price per treatment for patient
 - b. Assessing return on investment of dry eye technology
 - i. Calculations
 - c. Diagnostics Available
 - i. Meibography
 - ii. Tear osmolarity
 - iii. InflammDry

- iv. Point-of-Care testing: lactoferrin, IgE
- v. Anterior Segment Photography
 - 1. Oculus Keratograph 5M, Firefly
- vi. Stains: Lissamine, Fluorescein
- vii. Corneal Sensitivity: Corneal Esthesiometer Brill device
- d. Treatment Options available
 - i. Blephex
 - ii. Zest Cleaning
 - iii. Nulids Pro
 - iv. Rinsada
 - v. Intense Pulse Light Technology
 - vi. Radio Frequency
 - vii. Low-Light Level Therapy
 - viii. Thermal Pulsation
 - ix. Amniotic Membranes
 - x. Serum Tears
 - xi. Scleral Contact Lenses
- e. At Home Products
 - i. Heat masks
 - ii. Oral supplements
 - iii. Lid Hygiene
 - iv. Makeup
 - v. Skincare
 - vi. Eye Drops

4. Creating Dry Eye Workup/Flow

- a. Bring patient back for separate visit vs start dry eye management at annual exam
- b. Scheduling Tips
 - i. Workups
 - ii. Treatments
 - iii. Follow-ups
- c. Dry Eye Questionnaire
 - i. SPEED
 - ii. OSDI
 - iii. DEQ
 - iv. VEI-VFQ25
 - v. Customized
- d. Dry Eye History Questions
- e. Diagnostic Flow with technician
- f. Exam Flow with Doctor
- g. Patient Education
- h. Consent Forms

- i. Before & After Photos
 - j. EHR Templates
 - k. Financial component
 - i. Who pitches it and reviews pricing after patient education?
 1. Doctor vs Employee Pros & Cons
 2. Discounts and payment plans
5. Training Staff
- a. Team Approach
 - i. Everyone in office should know about dry eye condition
 - ii. Active listening → identify patients when scheduling, in optical, in exams
 - b. Technical skills for diagnostic & treatments
 - c. Have employee be the patient to have 1st hand experience on various treatments available
 - d. Product Pitches
6. Patient Education
- a. Communicating treatments and products
 - i. Videos
 - ii. Brochures
 - iii. Take home treatment sheets
 - b. Patient follow-up
 - c. Setting patient expectations
7. Finances
- a. Potential Return on Investment
 - b. Pricing Packages for various treatments
 - c. Referral programs
 - d. Memberships
 - e. Patient installment plans
8. Tips we learned along the way
- a. Bringing in a new treatment Tips
 - i. Start a list of potential patient candidates before treatment device arrives
 - ii. Advertising a small discount for the 1st week to get more hands on experience with technology
 - b. Mistakes we made & what we would do differently
 - c. Pearls that we would do again
 - d. Biggest Wins in Building a Dry Eye Practice