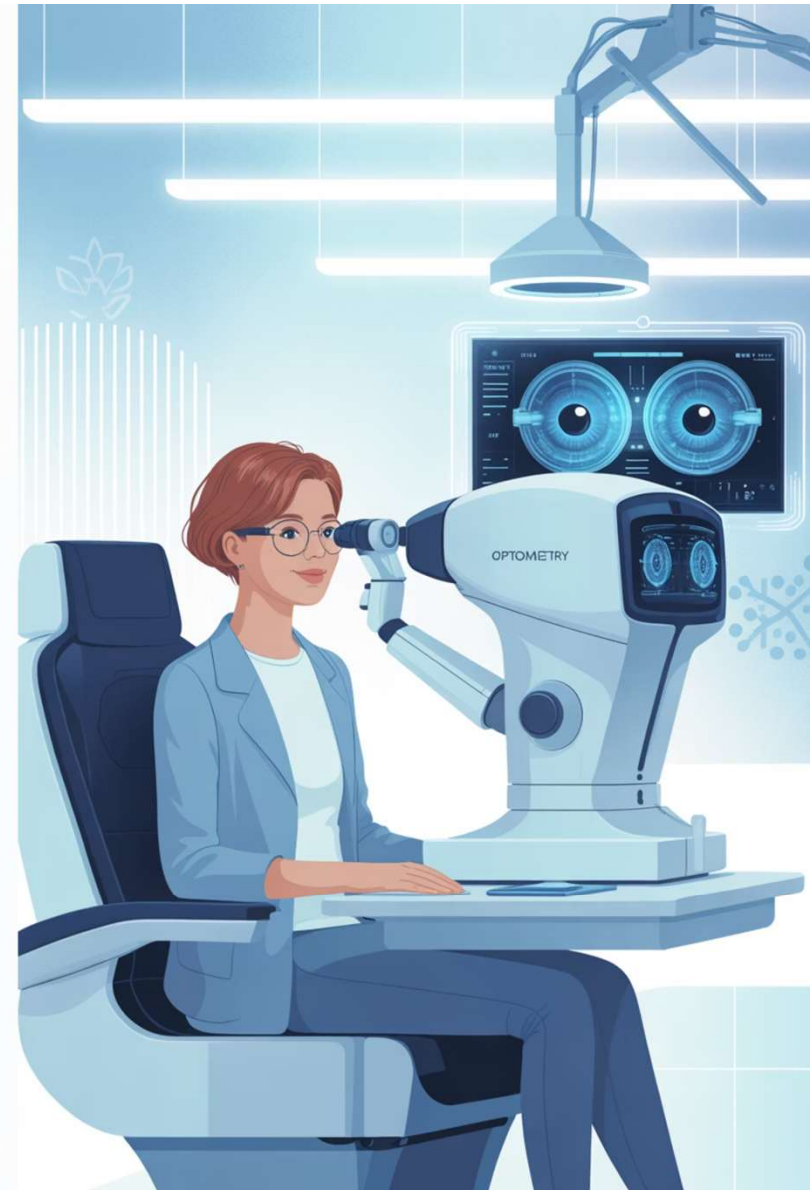


Putting the OD in Eye Care

A paradigm shift reshaping retail, workflow, and clinical care

Welcome to the revolution that's transforming eyecare as we know it. This isn't incremental change—it's a complete reimagining of how we deliver, experience, and optimize vision care through artificial intelligence.





Selina McGee, OD
Miss Everything
The “It” Girl

Intrepid Eye Society, President
BeSpoke Vision



Scot Morris, OD
The Old Guy

AI In Eye Care, Co-Editor
Augmented Medical Intelligence, CDO
Eye Consultants of COlorado



Brianna Rhue, OD
Miss Everything Else
The Other “It” Girl

Dr. Contact Lens
West Broward Eye Care Associates

Scot Morris, O.D. Disclosures

Professional Affiliations

Eye Consultants of Colorado	Owner (2004-2025)
Morris Education & Consulting Associates, LLC	100% Owner (1997-2025)
Augmented Medical Intelligence, Inc.	Co-owner (2018-2025)
AI in EyeCare, Jobson	Chief Optometric Editor, (2024-25) "Real Talk" & "The Innovators" Podcast Host

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Contact: smorris@eccvision.com | 303.250.0376



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Dr. Brianna Rhue

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Leadership Roles

- Co-Founder: Dr. Contact Lens
- Co-Founder: TechifEYE
- Author: *The Eye Pitch Book*

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Welcome to the Revolution!

Forget everything you think you know about eyecare. We're not just talking about incremental changes; we're talking about a complete paradigm shift, fueled by the relentless evolution of AI.

1 What is AI...Really?

AI is more than algorithms—it's systems that can learn, adapt, and perform tasks that typically require human intelligence, transforming how we approach every aspect of eyecare.

2 Why is it coming to eyecare?

The convergence of massive datasets, computing power, and healthcare challenges makes eyecare the perfect arena for AI's transformative capabilities.

3 The questions we need to ask

How many of us already use AI in our practice? In our daily lives? What are our greatest fears about this technology? And most importantly—how can we harness it?





Retail Roar: How AI is Eating Your Optical Lunch

(And How to Feast Too!)



Virtual Try-On & Style AI

3D printing, facial mapping, and virtual reality are revolutionizing how customers select frames. AI style agents analyze facial geometry, skin tone, and personal style to make perfect recommendations.



The "Smart" Store

AI-powered chatbots deliver hyper-personalized customer service, while dynamic pricing optimizes margins. Automated sales systems create frictionless purchasing experiences.



Inventory & Supply Chain

Predictive analytics transform inventory management, forecasting lens orders, contact lens stock, and frame trends with unprecedented accuracy.

The optical retail experience is being completely reimagined through artificial intelligence, creating opportunities for those willing to embrace the technology.



Workflow & Workforce: Friend or Foe?

Foe?

1

The AI-Powered Admin

AI phone attendants handle scheduling, predict no-shows, and optimize practice efficiency while considering patient preferences. Intelligent intake systems capture comprehensive histories, overcome language barriers, and pre-screen symptoms.

2

Augmented Assistants

AI-guided refracting systems, autonomous slit lamps, and heads-up diagnostic tools transform clinical tasks. Ambient scribes document encounters, while integrated imaging devices streamline workflows.

3

Workforce Evolution

New team members emerge: algorithm auditors, AI integration specialists, and data analysts. Existing staff upskill to manage AI tools, focus on patient education, and enhance engagement.

AI addresses the three biggest "time sucks" in eyecare: patient history, testing procedures, and patient education—transforming challenges into opportunities.

The Patient Experience: From Friction to Flow

The "Concierge" Patient Journey

- Personalized health agents guide patients from pre-visit to post-care
- AI-powered communication tailored to individual preferences
- Adaptive health information systems that learn and evolve
- Compliance coaches that drive better health outcomes

Empowering Through Knowledge

The future of patient education is interactive, multimedia, standardized yet individualized, and always accessible. Personal Health Assistants (PHAs) redefine how patients interact with medical knowledge.

Care Beyond Clinic Walls

- Your clinic becomes a tool to provide care anywhere, anytime
- Remote monitoring of ocular conditions
- Telemedicine consultations eliminate unnecessary visits
- Virtual follow-ups enhance convenience and compliance

Personalized Marketing

AI understands patient needs and preferences for frames, lenses, and contacts, enabling targeted outreach with the right message at the right time through the right channel.

Clinical Decision Making: Beyond Human Vision

Enhanced Imaging Analysis

AI detection systems identify diabetic retinopathy, glaucoma progression, and macular degeneration with superhuman accuracy, spotting subtle changes invisible to the human eye.

Differential Diagnosis

AI systems synthesize patient data, symptoms, and imaging to generate comprehensive differential diagnoses, ranking possibilities by probability and suggesting optimal testing pathways.

Predictive Analytics

Risk stratification identifies high-risk patients before symptoms appear. Longitudinal data analysis predicts disease progression and treatment response with unprecedented precision.



Surgical Augmentation

AI-assisted surgical planning and real-time intraoperative guidance optimize cataract and retinal procedures, while predictive models forecast post-surgical outcomes.



Personalized Treatment

AI creates individualized treatment pathways based on patient data, personal preferences, and large-scale outcomes data, revolutionizing clinical care.

Quality of Care: The Merge of Evidence, Precision & a New Paradigm

Evidence-Based Medicine Evolved

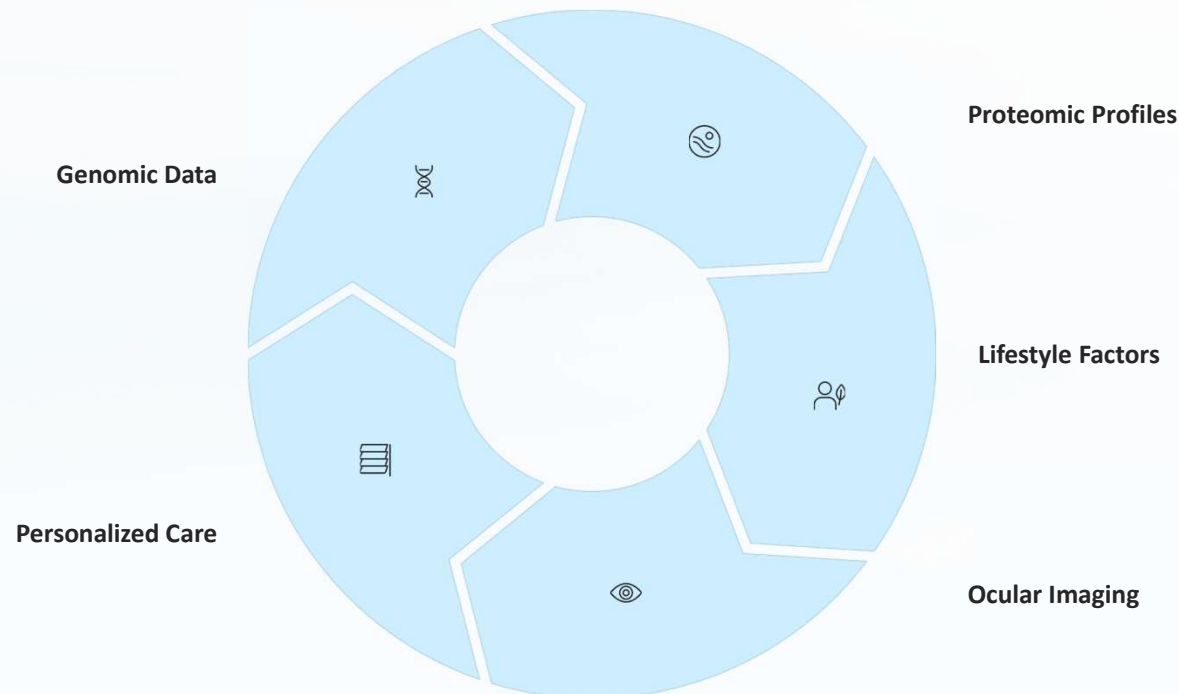
AI transforms evidence-based practice through:

- Machine learning that recognizes patterns across millions of cases
- Identification of research gaps and suggestion of new avenues
- Real-time integration of latest findings into clinical decision support

Research & Innovation Accelerated

AI revolutionizes research through:

- Discovery of novel disease biomarkers invisible to conventional methods
- Optimized patient recruitment for clinical trials
- Accelerated data analysis and drug development simulation



The "N of 1" revolution: Precision medicine creates truly personalized eyecare at the molecular level, integrating multiple data streams for optimal outcomes.

Request a demo

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Dare to Disrupt! Challenges and Expectations

The Three Big Fears

- Job displacement concerns
- Ethical questions about AI decision-making
- Data privacy and security vulnerabilities

Reality Check

- General AI vs. Artificial General Intelligence
- Current limitations in data sets and algorithms
- The human adoption curve and implementation challenges

"AI won't replace eyecare providers, but providers who use AI will replace those who don't."

AI is not a threat, but an unparalleled opportunity to transform eyecare—enhancing our capabilities rather than replacing our essential human contributions to patient care.

The AI-Augmented Eye Care Provider

Not replaced, but redefined



Shifting Focus

Less data entry, more complex problem-solving, deeper patient communication, and enhanced empathic care—returning to the heart of medicine.



New Skill Sets

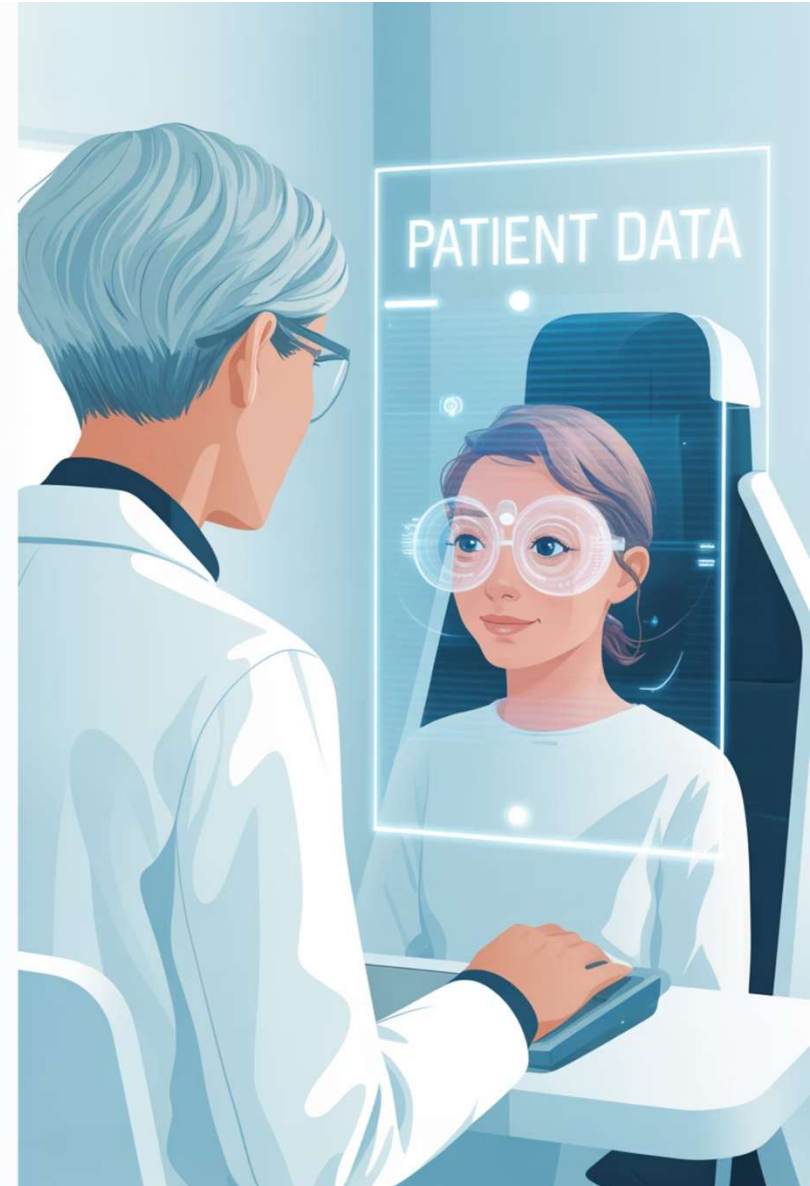
Understanding AI outputs, interpreting complex data, making ethical judgments, and guiding patients through technology-enhanced care journeys.



The Human Element

AI handles the routine while we focus on the uniquely human aspects of care: intuition, creativity, emotional intelligence, and healing relationships.

"The greatest opportunity in eyecare history isn't just to see better—it's to care better. AI is our partner in this journey, not our replacement."



The Future as We See It: Four E's of AI Transformation



Economics

Retail revolution through virtual try-ons, smart stores, and predictive inventory management, creating new revenue streams and business models.



Efficiency

Workflow transformation through intelligent scheduling, automated intake, augmented testing, and ambient documentation, saving hours daily.



Experience

Patient experience elevation through personalized care journeys, remote monitoring, and enhanced education, driving satisfaction and loyalty.



Effectiveness

Clinical decision-making enhancement through advanced diagnostics, predictive analytics, and precision medicine, improving outcomes dramatically.



Taking Action

- Identify one AI application to implement in your practice within 90 days
- Dedicate resources to staff training on AI tools and integration
- Develop a 3-year AI adoption roadmap aligned with practice goals