

**On behalf of Vision Expo, we sincerely thank you for being with us this year.**

### Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.



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### Disclosures

Ashley Wallace-Tucker, OD, FAAO, FSLS, ABO Diplomate

- Cooper Vision
- Bausch & Lomb
- VTI
- GSLS Planning Committee
- GPU Advisory Board
- SLS Public Education Chair
- Columnist, Contact Lens Spectrum
- Columnist, Optometry Times

All relevant relationships have been mitigated.

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### Disclosures

Jason E. Compton OD FAAO

- Alcon
- Johnson & Johnson
- Contamac
- Columnist, Contact Lens Spectrum
- Columnist, Optometry Times

All relevant relationships have been mitigated.

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Ashley Wallace-Tucker, OD,  
FAAO, FSLS, ABO Diplomate  
Jason E. Compton, OD FAAO

### Billing, Coding & Staff in a Specialty CL Practice

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### Agenda

- Education
- Equipment
- Staffing
- Establish a Patient Base
- Final thoughts/ideas

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#### The Contact Lens Institute of Houston

Located in Houston, TX  
5 doctor multi-disciplinary practice  
Primary Care  
Ocular Disease Management  
Dry Eye Services  
Vision Therapy (Binocular Vision, Neuro-Rehab)  
Sports Vision Therapy  
Specialty Contact Lenses  
Myopia Management



#### Compton Eye Associates

Multi-doctor private practice in Northern Manhattan  
Primary Care  
Ocular Disease Management  
Specialty Contact Lenses  
Myopia Management  
Northern Manhattan Keratoconus Institute  
Pediatric & Teen Vision Services  
Teaching Facility - Internship site for IAUJPR  
Paraoptometric Training Program - Renaissance Technical Institute

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## The Contact Lens Institute of Houston

- Dedicated to patients who wear contact lenses of all kinds
- Several ongoing clinical trials

Started with ZERO specialty contact lens patients!

- Currently
- ~50% of my patients are specialty contact lens patients
  - 90% of my patients wear contact lenses
  - Sprinkle of primary care patients



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## Compton Eye Associates

- Dedicated to patients who wear contact lenses of all kinds
- Co-management site for local hospitals and corneal specialists  
Collaborative care with several NYC-based corneal surgeons

Built from the ground up as a primary care practice  
Currently

- ~35% of my patients are specialty contact lens patients
- 70% of my patients wear some form of contact lenses

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Where do you start??

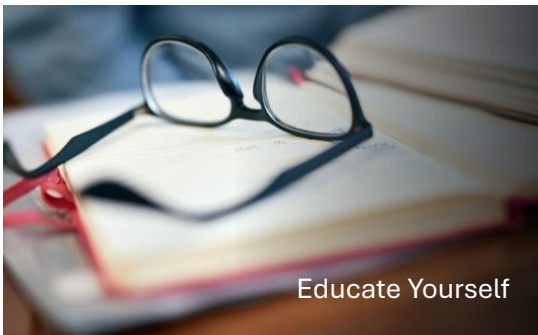
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Why start a specialty contact lens practice?

- Creates a niche within a multi-specialty profession/practice
- Loyal, long-term patient base
- Career satisfaction
- Protection from online competition
- Profitable
- May lead to needing to see less patients/day

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Educate Yourself

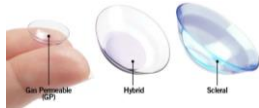
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## What is considered a specialty contact lens?

- Any lens that is customized to a patient
- These patients have not been successful in mass-produced soft contact lens designs
- Could be:
  - Rigid
  - Soft
  - Hybrid



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## Myopia Management

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## Myopia Management

- Orthokeratology
- Dual Focus Lenses
- Center Distance Soft Contact Lenses
  - Disposable
  - Custom
- Center Distance Hybrid Lenses
- Atropine
- Myopia Management Spectacles



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Do we get enough specialty contact lens experience in Optometry School?

- General consensus – NO
- But, depends:
  - Optometry program
  - Clinical Attendings while in school
  - Externships
  - LUCK

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Starts with...

Desire/passion to help patients in need

Residency

Learn on your own!



## Advantages of Cornea and Contact Lens Residency

- Accelerated learning curve
- Equivalent to 5-6 years of clinical experience
- Concentrated patient base
- Confidence builder
- More marketable when looking for a job

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## Achieve same success WITHOUT a residency

Dedicate time at annual continuing education meetings to learning all about specialty contact lenses  
Attend meetings focused on specialty contact lenses  
Sign up for hands-on workshops  
Find a mentor



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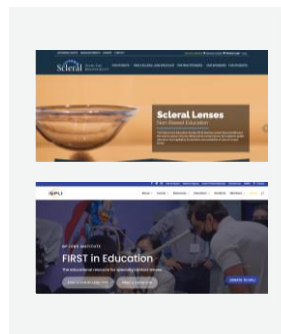
## Meeting Recommendations

- Meetings focused on specialty contact lenses
  - Global Specialty Lens Symposium (January)
  - International Congress of Scleral Contacts (July)
  - Vision By Design (September)
- Large Meetings NOT focused on specialty contact lenses
  - Vision Expo (September / March)
  - American Academy of Optometry (October/November)
  - Optometry's Meeting (June)

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## Online Resources

- Gas Permeable Lens Institute (GPLI)
- Scleral Lens Education Society (SLES)
- Contact Lens Spectrum
- Review of Cornea and Contact Lenses



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## Don't forget about...Textbooks!



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## AI Tools



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## BEST Resource

- Lab consultants!!
- Manufacturer/Lab Reps
- Request in office training

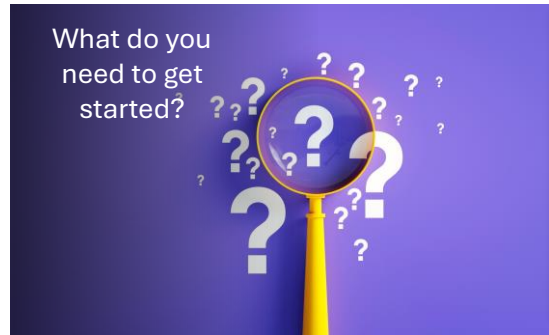
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## Helpful Certifications

- Fellowship of the Scleral Lens Education Society (FSLS)
- Fellowship of the American Academy of Optometry (FAAO)
- Diplomate of the American Academy of Optometry
- Fellowship of the International Academy of Orthokeratology and Myopia Control (IAOMC)



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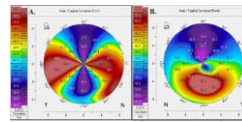


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## Fitting Sets

- Corneal RGP
- Reverse Geometry RGP
- Keratoconus Corneal RGP
- Scleral
- Multifocal RGP
  - Translating
  - Aspheric
- Hybrid
- Custom SCLs

## Good News!



- Many lenses can be empirically designed by you and the lab without a fitting set
- Must provide:
  - Best possible refraction
  - Topography
  - HVID

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## Fitting Calculators

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## Practice Pearl

- Choose the lab(s) you enjoy working with the most (or get a colleague's recommendation)
- Things to consider:
  - CONSULTATION
  - Business hours
  - Lens Prices
  - Warranty/Remake Policy
  - Return Policy
  - Shipping times

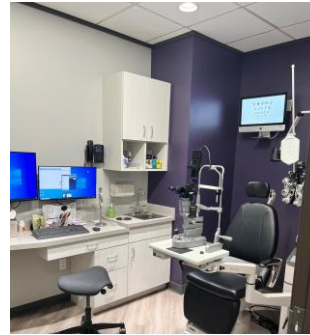


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Equipment

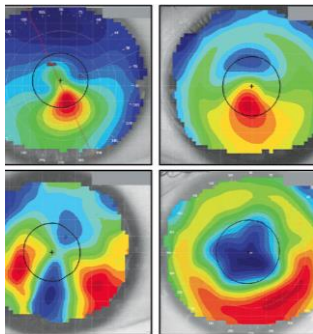
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## Necessary Equipment

- Phoropter
- Slit Lamp
- Topographer

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## Topographer

- Necessary to diagnose and manage many corneal conditions
- VERY helpful when designing lenses
- May be required for certain types of lenses

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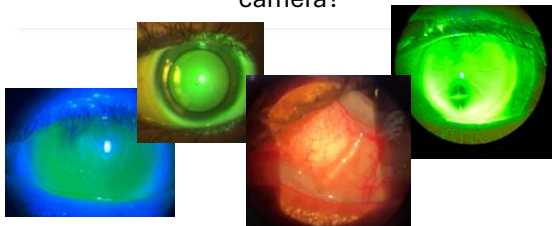
## Equipment to make life a little easier...

- Contact lens magnifier
- Radioscope
- Lensometer
- Modification/Polishing Unit

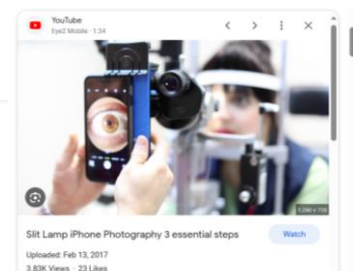


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## Do you really need an anterior segment camera?



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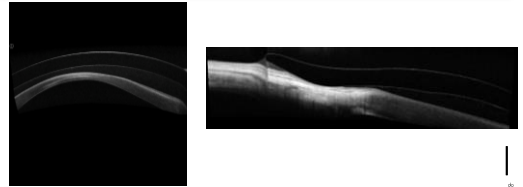
### Bells and Whistles

*Can make life A LOT easier!*

- Auto-refractor/Auto-keratometer
- OCT
- Tomographer
- Scleral Profiler
- Anterior Segment Camera
- Specular Microscope
- Aberrometer
- Optical Biometer

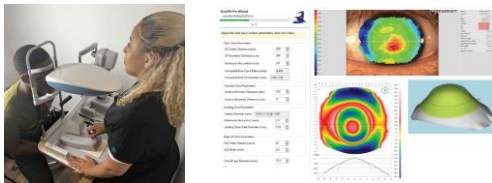
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### Anterior Segment OCT



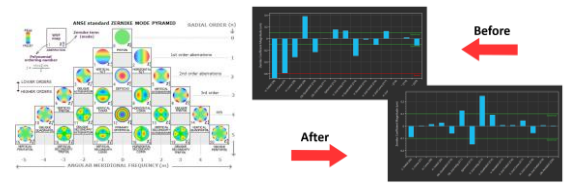
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### Profilometry



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### Aberrometry



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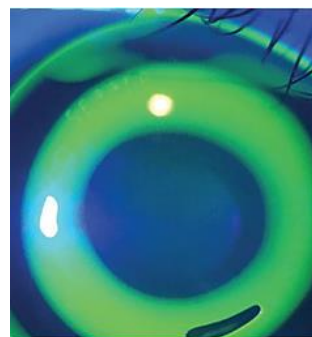
### Supplies



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### Necessary Supplies

- NaFl
- Preservative-Free solution(s)
- Multi-purpose cleaners
- Scleral lens inserters/removers
- Mirrors
- Contact lens cases



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When



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### Ideas to improve patient experience

- Specialty lens starter kits
- Written handouts
- Application/Removal training videos

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## Front Desk



Must be well versed in the following:

- Doctor's expertise/training/certifications
- General idea of contact lens designs
- Types of patients that would benefit from specialty lenses
- Appropriate Fees
- Scheduling
- Consult vs. No Consult?



## How to train staff:

- Center staff meetings around specialty contact lenses...multiple times
- Fit staff members in a specialty design
- Have them in the exam room while fitting/consulting
- Provide them with a "cheat sheet"



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## Advantages of a Consultation Visit

- Designated time to discuss the details of the patient's case
- Allows for a more efficient fitting visit
- Look into insurance benefits ahead of time
- Discuss patient and doctor expectations
- Charge vs. no charge?



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## Specialty Contact Lens Contract

- Is it necessary?
- Defines:
  - Fee Schedule
  - Expected follow-up visits
  - Warranty period
  - Refund Policy



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## What must be done during the initial visit?

- EXTENSIVE case history*
- Contact lens history*
- Discussion on current contact lens wear and care*
- Topography
- Auto-refractor
- Visual Acuity
- Refraction
- Slit lamp exam
- Contact lens fitting
- Special testing
- Q&A

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## Psychology of Specialty Lens Fitting

- Many of these patients are emotionally drained and HOPELESS
- Need reassurance from you that you are going to do something different from other doctors
- Be prepared with success stories
- Most of all, be patient and understanding



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## How much time is enough?

- Initial Visit
  - 45-60 minutes
  - May be in the office for much longer
- Follow-up visits
  - 15-30 minutes
  - May be in the office for much longer

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## Art of scheduling

- Do NOT schedule multiple new fits or follow-ups back-to-back
- May want to consider predesignating certain slots in the schedule for particular types of patient/fits
- Be protective of your sanity!

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## Billing

- You or someone on your team must become VERY familiar with medical and vision insurance
  - Verify benefits
  - Pre-authorizations
  - Explanation of benefits
  - Coding

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## Billing/Coding Resources

- Experienced specialty lens fitters
- GPLI
  - Coding/billing webinars
- CE meetings
- Do NOT depend on insurance companies to help you!



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## Practice Pearl

**Do NOT take insurance!**

## Practice Pearl

**If you do take insurance, chart like you will be audited tomorrow!**

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## Contact Lens Technician

- Things to consider when hiring:
  - Positive, upbeat personality
  - Willingness/desire to help patients
  - Enthusiastic and patient
  - Ability to work well with patients of ALL ages
  - EVERYTHING else can be trained



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## Practice Pearl

In the beginning you may be fulfilling every role, BUT the goal is to slowly start delegating. Eventually, you will only need to step in to do the true doctoring!

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## Key roles

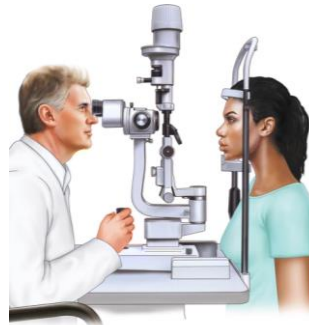
- Education
- Application/Removal Training
- Special testing
- Liaison between doctor and patient



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## What MUST the doctor do:

- Anterior segment assessment
- Choose starting lens during fitting
- Check over-refraction
- Lens evaluation



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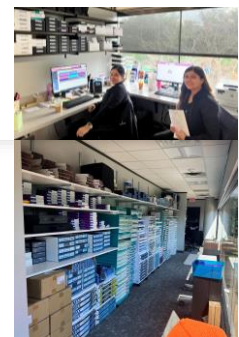
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- EXTENSIVE case history
- Contact lens history
- Discussion on current contact lens wear and care
- Topography
- Auto-refractor
- Visual Acuity
- Refraction
- Slit lamp exam
- Contact lens fitting
- Special testing
- Q&A

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## Additional Staff/Duties

- Place/manage contact lens orders
- Manage contact lens inventory
- Triage calls



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## How to set fees?

- Determine cost of your chair time
- 2 exams/hour =  $\$200 \times 2 = \$400/\text{hr}$
- Anticipated time with each patient
  - 1 hour for fitting
  - 1 hour for dispense
- 4 follow-up visits at 30 minutes each = 2 hours
- 4 hours with each patient =  $\$1600$
- Also, must add in cost of materials – lenses, insertion/removal devices, etc



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## Calculators

[GPLI Presbyopia Fee Calculator \(rededev.com\)](#)

[Calculate My Fees | Dr. Stephanie Woo — Dr. Stephanie Woo](#)



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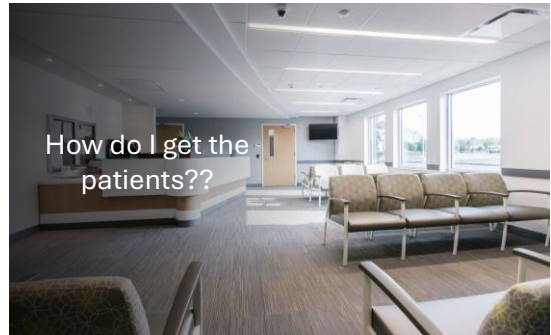
## Practice Pearl

- Be sure to look at the cost of all the lens add-ons
  - Coatings
  - Toric optics/haptics
  - Multifocals
- Consider that when pricing your lenses!



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How do I get the patients??



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Types of conditions you must be prepared to see:

- |                                  |                              |
|----------------------------------|------------------------------|
| • Keratoconus                    | • Corneal degenerations      |
| • Keratoglobus                   | • Dry Eye Disease            |
| • Pellucid Marginal Degeneration | • High Ametropia             |
| • Corneal dystrophies            | • High/Irregular Astigmatism |
| • Post-graft                     | • Presbyopia                 |
| • Corneal opacities/scars        |                              |

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How to get these patients:

Internal  
Marketing

External  
Marketing

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## Internal Marketing

### *Build From Within*

- Exam Room Discussions
- Optimize the Waiting Room
- Newsletter
- Email Drip Campaigns
- Brochures
- Referral Programs



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## External Marketing

### *Seek Referrals*

- Local Optometrists
- Cornea Specialists
- General ophthalmologists
- Oculoplastic surgeons
- Neuro-ophthalmologists
- Oncologists
- Endocrinologists
- Rheumatologists
- Pediatricians
- Primary care providers
- Opticians

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## Referral Ideas



- Send out a personalized letter/email detailing your expertise and the types of patients you are hoping to serve
- In office visits
- Phone calls
- Networking at local society meetings

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## Referral Ideas

- Provider Locator Listings
- GPLI
- SLES
- National Keratoconus Foundation

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## Practice Pearl



- At the conclusion of the fitting, be sure to send a note back to the referral source:
- Thank you for sending the referral
- General notes about the fitting
- Plan moving forward

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## More Ideas...



- Thank you to referrals during holidays
- Offer CE at local society meetings highlighting benefits of specialty contact lenses
- Open House

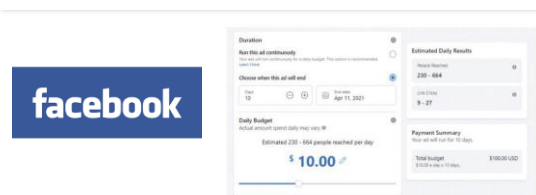
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## External Marketing Opportunities



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## External Marketing Opportunities



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Have FUN!!!

Any Questions/Comments

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