

Instructor: Aaron Neufeld, OD
Hours: 1

The Eye-economics of Myopia Management/Control - A Micro and Macro Deep Dive

Objectives:

- 1) Fully understand the extent of myopia prevalence at the macroeconomic level*
- 2) Fully understand the implications of myopia prevalence at the microeconomic level*
- 3) Understand how myopia control at the practitioner level is affected by macro/micro-economics*

Part I - Understanding Myopia from a Macroeconomic and Microeconomic Level

I. Introduction

- A. Definition of Myopia and its prevalence worldwide
- B. Importance of Myopia Control in addressing the public health challenge
- C. Overview of Microeconomics and Macroeconomics in Myopia Control

II. Microeconomics of Myopia Control

A. Individual Level

1. Out-of-pocket expenses on eye exams, glasses, and contact lenses
2. Factors influencing individual decision-making for myopia control

B. Market Level

1. Pricing and demand for myopia control products and services
2. Competitive landscape among companies providing myopia control solutions
3. Impact of technological advancements on the market dynamics

III. Macroeconomics of Myopia Control

A. Healthcare Expenditure

1. Myopia-related costs on healthcare systems globally
2. Budget allocation for myopia control initiatives by governments

B. Productivity and Workforce

1. Economic impact of myopia-related absenteeism and reduced productivity
2. The role of myopia control in maintaining a productive workforce

C. Education Sector

1. Impact of myopia on educational outcomes and economic implications
2. The economic value of myopia control in improving academic performance

IV. Global Initiatives and Policies

A. Government Interventions

1. Subsidies and incentives for myopia control treatments
2. Regulatory frameworks for myopia control products

B. International Collaborations

1. Multilateral efforts to address myopia as a global public health issue
2. Sharing of best practices and research findings on myopia control

V. Challenges and Opportunities

A. Affordability and Access

1. Disparities in myopia control access across different socio-economic groups
2. Potential solutions to improve affordability and reach

B. Technological Advancements

1. Impact of innovations on the costs and efficacy of myopia control
2. Ensuring equitable access to new technologies

C. Public Awareness and Education

1. Economic benefits of raising awareness about myopia control
2. Integrating myopia prevention into health education and campaigns

VI. Conclusion

- A. Recapitulation of key findings on microeconomics and macroeconomics of myopia control
- B. Importance of addressing myopia as a public health and economic challenge
- C. Potential areas for future research and policy development.

Part II - Understanding Myopia Management as a Practitioner through Macro/Micro Analysis

I. Market Analysis

- A. Global prevalence of myopia and its increase
- B. Market demand for myopia control solutions

II. Initial Investment

- A. Infrastructure and equipment required for myopia control
- B. Training and education for optometrists and staff
- C. Licensing and regulatory considerations

III. Patient Education and Communication

- A. Developing educational materials about myopia control
- B. Training staff to effectively communicate the benefits of myopia control to patients and parents

C. Encouraging word-of-mouth referrals through satisfied patients

IV. Tracking and Monitoring

A. Implementing a system to track the success of myopia control treatments

B. Collecting patient feedback and reviews for continuous improvement

C. Regular financial reviews and adjustments to optimize profitability

XII. Conclusion

Encouraging optometrists to understand myopia control for the better health of their patients and the success of their practice.