

Dedicated To Making A Difference In His Practice And The Profession, OD Makes An Impact



Practice Information: Gillette Optometric Clinic in Gillette, WY

Optometrist: Roger Jordan, OD

Device: *California* upgrade

Reasons for Purchase: optomap image quality, higher standard of care, patient education, revenue generation

With new safety and sterilization procedures put in place, patient volume has returned to its normal capacity, says Roger Jordan, OD. That's been important because until June, the office offered only continuance and emergency care for a few months, and having routine visits are important screening opportunities.

Images enhance education

Part of that screening routine includes **optomap**® imaging on every patient, it's built into the exam fee. Dr. Jordan has been working with Optos for many years, and, over that timespan, he has continued to upgrade to the latest devices and technology. He's had the *California* in his practice since in May 2018.

Dr. Jordan always aims to utilize as many features and functions as possible within his technology, and he's thankful to Optos for thorough training that has allowed his team to become confident in imaging on the the *California*.

Optos also provided a separate virtual training for the staff, which was beneficial for them to tailor their conversations and learn even more. "We learned to use all components correctly and that's made us more efficient," he says. And while he hasn't had too many issues to troubleshoot, he knows that the Optos team is available shortly after the practice opens its doors at 6:30 a.m.

optomap imaging continues to provide a wow factor and be an excellent education tool. Dr. Jordan benefits by being the only practice in town with the technology.

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Dr. Roger Jordan on his *California* device



“If a patient doesn’t know what branch vein occlusion is, I can point it out on the image,” he says. He can show a patient with diabetes, for example how the bleeding is directly impacted by their glucose levels. “They can see it, instead of me just telling them, and that’s a big help in education.”

This is true for new patients to the practice and more so for returning patients who are able to see a comparison year over year of their images. “They often say, ‘No one has ever done this for me,’ and they think it is cool to see the inside of the eye.” The impressive technology of **optomap** earns patient loyalty, as the practice has seen over the years. “Our patients don’t wander to another office for their yearly eye exam.”

Dr. Jordan says that a particular favorite feature is the autofluorescence capability with the *California*. “I see a lot more macular degeneration and pathology because I see a larger number of older patients than our younger doctors do,” he explains.

Some of his most recent discoveries included catching severe retinal bleeding in both eyes of a patient with potentially undiagnosed diabetes as well as referring a patient for retinal testing where he suspected leukemia.

Be an Industry Leader

Dr. Jordan has been an advocate for the profession of optometry for the entirety of his career. Dr. Jordan realizes that “one person can make a difference,” whether that is on through legislative advocacy or delivery of patient care.

“By staying relevant on both sides, be it through lobbying or technology investment, it is imperative that ODs continue to advocate for their profession and patients. Optos enables us to invest in and advocate for our patients with technology,” says Dr. Jordan.



optomap



optomap *af*

California *rg* was designed to facilitate comprehensive exams and document findings, and its **optomap** ultra-widefield (UWF™) technology delivers high-resolution UWF images in less than one-half second. With single capture, 200-degree color or autofluorescence images, **optomap** is a proven tool for assessing the entire retina.

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