

Doctors boast increased confidence in eye exam quality with *Daytona*



Practice Information: 4 locations Lowcountry Eye Care, Charleston, SC

Optometrist: Wes Shealy, OD

Device: 4 *Daytona* devices

Reasons for Purchase: Quality of care, Peace of mind, Disease management, Documentation, Revenue generator, Efficiency, Patient education

When Dr. Wes Shealy and his business partner Dr. Joe Pitcavage, opened their first office, they both knew that offering **optomap**® ultra-widefield (UWF) retinal imaging technology was essential in order to provide the highest caliber of care to their patients. Both doctors had previous experience with early versions of the groundbreaking technology and appreciated the value of being able to capture over 80% of the retina in a single digital image through an undilated pupil.

Prior to making the investment however, they briefly trialed the Optos *Daytona* device. “We both loved it so we went ahead and we added another *Daytona* to our second location,” enthuses Shealy. “In fact, as we have grown and opened other locations, we have added an Optos device to each office immediately.”

Shealy notes that they have been highly pleased with the return on these investments. “From day one, we have not only easily made our payments, we have been able to make a profit and anytime you can bring a technology in that is going to be more profitable, that is a device you want in your office.” He adds, “Although we’re running a business, obviously we are most concerned about clinical care.” Shealy elaborates that the UWF technology allows the doctors in his practice to see incredible detail out in the far periphery where many diseases manifest initially.

“With **optomap** imaging I feel much more confident that I am not missing anything and that I am providing the highest quality of care...and that is my primary concern.”

Dr. Shealy on his *Daytona* devices



optomap modalities with the *Daytona* include color, green channel, red-free, and autofluorescence, enable practitioners to examine critical areas, or dive through layers of the retina. Shealy emphasizes that while they do dilate at Lowcountry Eye Care as necessary, the incomparable detail, breadth and versatility of **optomap** imaging often provides more information, more quickly than a traditional dilated fundus examination.

Furthermore, he explains that for those populations that are difficult to image or refuse to be imaged, the technology facilitates an otherwise unobtainable comprehensive retinal exam and expedites the entire exam process.

“Without a doubt having **optomap** devices in our practices has improved efficiency and patient flow and we are able to see more patients. We easily went from 30 minutes per patient to 20 minutes.”

He notes that the four locations now see approximately 90 patients a day and are nearing 70% acceptance rate for **optomap** imaging. “Our patients love being able to see and understand what is occurring in their eyes. There is a real WOW factor. They leave and tell their co-workers and their families about the non-invasive technology and then these new individuals come to us. It really changes how people feel about having to go to the eye doctor.”

Shealy points out that **optomap** imaging allows for a much more efficacious communication process between doctor and patient, eliminating the need to try and explain an intangible. He stresses that for patient education **optomap** is particularly effective with his diabetic and hypertensive patients. “They love to be able to see exactly what we are looking for and monitoring, and it creates a stronger willingness for them to make lifestyle changes and to come back for their exams because they have a better grasp on what is occurring and what is important.”

Shealy points to numerous additional cases over the years such as retinal holes and BRVO in otherwise asymptomatic patients that would likely have been missed without **optomap**.

He stresses how these patients were referred immediately to retinal specialists and treated in a timely, sight saving manner. He notes that the retinal specialists they work with appreciate the images as well and utilize them to expedite and guide their own initial examination of referred patients to determine treatment. “We will often send our retinal specialists images just to see if the patient needs to be referred out or monitored here.”

Shealy concludes that ultimately what **optomap** UWF imaging provides is quality of care and peace of mind.



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