



Location
San Diego,
California



Device
Monaco



**Doctors in
Practice**
One

Improved patient education, enhanced exam functionality, reinforced business fundamentals



Dr. Eric White, OD
Complete Family Vision Care

Eric White, OD, prides himself on the deep, long-lasting relationships he has with his patients in San Diego. He reached that point in his career by fulfilling three job roles: detail-oriented clinician, patient educator, and savvy businessman.

“Simultaneously excelling in all three areas is a tall order, and many optometrists struggle to balance this three-pronged model while also managing other aspects of their practice,” Dr. White says.

One might not initially think that an imaging platform could be the key that unlocks jointly beneficial reinforcement among those apparently competing directives, but Dr. White has found that the *Monaco* by Optos empowered him to simultaneously address all three obligations—all without expending significantly more energy.

“In some clinics, performing a comprehensive primary eye care examination eats into time that could be used for patient education or for business optimization,” Dr. White explains. “If that sounds like your clinic, then you need to find a way to transform those obligations from a framework

of mutual exclusivity to a synergistic system wherein each requirement reinforces and supports the other two.”

During an examination, Dr. White captures an ultra-widefield (UWF™) color fundus photograph via the *Monaco*. The single-capture 200° view offered by the *Monaco* allows Dr. White to observe any pathology that may otherwise go undetected on a less-thorough examination.

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Patient care is number one priority

“Patient care is my clinic’s number one priority,” Dr. White said, pointing out that the **optomap**® image generated from his *Monaco* has led him to detect peripheral disease manifestations in the past. “With an UWF image, I am confident I can provide a detailed ocular examination that leverages the most recent innovations.”

The **optomap** also gives Dr. White a tool to use during patient education. He points out clearly depicted anatomic features on the **optomap** when explaining to patients the particulars of his exam findings.

“Some providers shy away from patient education because they think that it will take too much time out of their day, which probably grates against the service-oriented instincts that drew them to optometry in the first place,” Dr. White says. “Armed with an image of the patient’s fundus, providers only need to spend 2 minutes (not 20 minutes, as they might estimate) educating patients about their retinal anatomy.”

“Using an **optomap** to educate patients lets optometrists shine,” Dr. White adds. “Patients like their relationship with optometrists because we provide patient-centric, personalized care—and there’s nothing more personal than an UWF color fundus photo of your own retina.”

Dr. White asks patients if they want an emailed copy of their **optomap** image, and estimates that a majority of patients take him up on the offer to roll the cost of UWF imaging into their exam fees.

“Many patients want to document their appointment, and the **optomap** is a comprehensive record of their visit,” Dr. White says. “I always remind patients that if they switch providers in the future, they can bring their **optomap** image with them, which immediately sets

up a baseline for longitudinal tracking of anatomic evolution.”

Educated patients who leave Dr. White’s clinic satisfied with a comprehensive ocular examination thanks in part to the UWF image they acquired ultimately return for routine appointments, refer friends and family to the practice, and generate positive online reviews that help guide new patients to the office.

And that’s the bottom line

“If you care genuinely for patients, allow them to interface with cutting-edge technology like the *Monaco*, and educate them on the value of regular visits, then the business of optometry takes care of itself,” Dr. White explains. “When we see that we are among the top optometry practices for positive online reviews in our region, we know that patients are happy with the quality of care we’ve delivered. The resulting financial integrity of our practice remains something we can monitor rather than dedicate energy to improving.”

Dr. White is unsurprised that incorporating the *Monaco* into his practice has led to more thorough patient visits, more educated patients, and strengthened business fundamentals.

“I’m a long-time Optos user, and the company’s innovations have allowed me to elevate the quality of care I provide for over two decades,” Dr. White explains. “I fully expected that embracing innovative technology such as the *Monaco* would lead to a healthier practice and a more satisfied patient roster.”



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