

OD Shows No Hesitation in Implementing Optos Technology into her New Practice



Practice Information: Beach Eye Care and Audiology, Myrtle Beach, South Carolina
Optometrist: Dr. Barbara Horn, OD

Device: *California*

Reasons for Purchase: Patient education, field of view, clinical decision making

When Barbara Horn, OD, made the decision to start her own practice she wanted to be cautious with her budget. “I did not want to go overboard on spending for equipment,” she says. However, after less than a month at the new practice, she realized that practicing without Optos technology wasn’t going to cut it.

“I had used Optos technology for over five years in other practices. I opened my practice with a very nice retinal camera and OCT, but it just wasn’t the same as having the single-capture ultra-widefield (UWF™) view that an **optomap** image provides.” she states. Within the first month, Dr. Horn had decided to purchase a *California* from Optos. Having the Vision Source® member benefits for purchases like this was another factor in making the decision to move fast. “With **optomap** images, I can really wow my patients,” she says. Patient education was a big factor in the decision to add the technology.

While she emphasizes the importance of dilated exams, for those who refuse or want to reschedule due to the wait or aftermath, obtaining an **optomap** image provides her with immediate data and the confidence that the images will allow her to provide the best exam possible.

With the *California*, she can capture 82 percent of the retina in a single image, giving her the ability to see more of the retina, in less time, compared to other conventional imaging devices. She encourages all patients to get an **optomap** image taken. In the first few months after purchase, **optomap** imaging pre-testing was included as part of the pretesting routine.



“ With **optomap** images I can really wow my patients.”

Dr. Horn on her *California* device



Once the staff became comfortable explaining the benefits of the **optomap** exam, the practice began charging patients for this premium service. Her technician is such a believer in the benefits of **optomap** imaging that presenting the option to patients is easy.

In fact, Dr. Horn still images everyone, but if the patient wants the image saved into his or her patient records, then the charge is added. It's a smart solution because once patients see what Dr. Horn can see in the image, they generally do want to have the image on file for comparison the following years.

"A nevus is not necessarily something to worry about, but patients will want to know that there aren't significant changes from one year to the next," she clarifies.

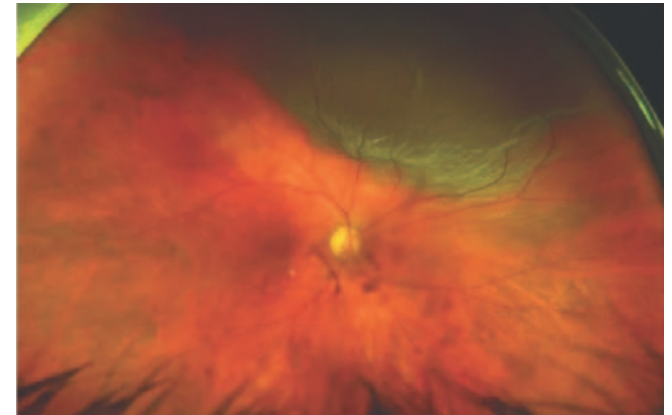
The **optomap** image can easily show something of concern or at least something to watch. "I show this to patients, or I can compare the edges of the pigmented lesions and educate them that there might be other issues to address." Patients are surprised to learn how common it is to see small tears or congenital hypertrophy of the retinal pigmented epithelium, also known as bear tracks, which can be related to a specific type of colon cancer.

"I have images I've captured of my husband and my daughter that I use for patient education," she says. Her daughter's image shows bear tracks, and her husband has pigment dispersion syndrome, which can cause higher intraocular pressure and a risk for glaucoma. She can present these images without being alarmist, of course, but she notes how grateful she is that she has them for comparison so that she can act quickly should there be changes.

The more patients learn about ocular health, the more they want to take steps to maintain their vision. Dr. Horn doesn't have to look far to come up with examples of how there might be underlying issues in otherwise healthy-looking eyes.

"If I can show patients that there's a retinal hemorrhage, it gets their attention," instead of saying 'You have bleeding in your eyes,' she continues to explain, "those patients will return in a few months as requested for another scan so that they can see if the issue is resolved or needs further medical attention."

It's all part of the wow factor that made her want to expedite getting Optos technology into the office. While she had momentarily thought she could delay that decision, practicing without it deprived her of the great clinical and patient education tool.



optomap image of patient with retinal detachment. Dr. Horn was also able to educate patient on their high blood pressure and how routine eye exams and imaging can help monitor systemic conditions.

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Originally appeared in VSOD Magazine



Optos plc
Queensferry House
Carnegie Campus
Enterprise Way
Dunfermline, Fife
Scotland KY11 8GR
Tel: +44 (0)1383 843350
ics@optos.com

Optos, Inc.
500 Nickerson Road
Suite 201
Marlborough, MA 01752
USA
Tel: 800 854 3039
Tel: 508 787 1400
usinfo@optos.com

Optos Australia
10 Myer Court
Beverley
South Australia 5009
Tel: +61 8 8444 6500
auinfo@optos.com

