

# optomap® | TESTIMONIAL – Eye to Eye Clinic of Wilsonville

“Our **Daytona** is amazing. It does not replace what I do, but it enhances my abilities during the exam and that is invaluable. It’s definitely worth the cost and would move any practice to a higher level of care.”

Lorne Yudcovitch, OD, MS, FFAO

**EYE to EYE**  
WILSONVILLE

## Practice Information

- Eye to Eye Clinic - Wilsonville, OR
- Four (4) doctor - Private Practice

## Reason for Purchase

- Clinical decision making
- UWF View and Image quality
- Imaging Modalities
- Quality of Care
- Patient Education
- Exam Efficiency
- Revenue Generator

As a private practice optometric physician and professor of optometry near Portland, Oregon, Lorne Yudcovitch, OD had the opportunity to experience **optomap** technology on a frequent basis for nearly a decade, both in the clinical setting and as a tool for instructing his students. While he valued the ultra-widefield view and the innovative capabilities of the device, he did not purchase an Optos device until 2012. Yudcovitch and his wife, Dr. Rosiland Hursh, own Eye to Eye Clinic in Wilsonville, Oregon, which has provided a broad-spectrum exam experience to the community for 15 years. “We were already offering comprehensive primary, contact consult, pediatric, geriatric and ocular disease exams, but we were motivated to purchase an **optomap** device, primarily, to further elevate our quality of care,” Yudcovitch explains. “I felt that the **optomap** technology had improved not only in resolution, but it was more user friendly, making it much easier to position the patient - and we loved the autofluorescence modality. That has become really invaluable.”

Prior to investing in **optomap** technology, they had relied on a retinal camera that was never utilized nearly as much. They now image every patient in pre-test for documentation, as well as for detection of issues that could be otherwise missed. Rather than charging a patient an additional fee, the general exam rate was increased slightly for all patients. “Our patients have never questioned this because we strongly believe, and explain, that everyone benefits by being imaged.”

Yudcovitch notes that patient response to the **optomap** experience has been favorable. “They find it extremely interesting and hi-tech. **optomap** has become very important in terms of patient education. It provides a good chronological assessment so that I can quickly and easily show my patients a side-by-side comparison and they can better understand what is occurring in their eyes. In fact, **optomap** has proven to be an excellent internal marketing tool because patients will often go and tell their family and friends about their experience and then these individuals start coming to see us.”

He elaborates further that the exam experience is significantly better for the elderly and especially for children who would normally have trouble following lengthy directions or sitting still. “We get a good robust view that is static and we can then take the time to explain clearly what we are seeing.”

Due to the technology being so easy to use it has improved exam lane efficiency, and each doctor in the multi-doctor practice can easily see two more patients a day, thus generating more revenue. Ultimately however, Yudcovitch places the greatest value on the enhanced quality of care for his patients. He emphasizes that **optomap** has helped the doctors at the practice to catch numerous sight and life-threatening pathologies from subtle hemorrhages and peripheral retinal tears to serious vascular issues and melanomas.



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