

optomap® | TESTIMONIAL – Pacific Eye Care of Port Orchard

“optomap is so much more than a screening tool. It improves exam efficiency, generates revenue, enhances quality of care and patient education. My only regret is that I didn’t get it sooner.”

Joseph Trull, OD

“It is like night and day, or like looking through a keyhole versus opening the door,” says Joseph Trull, OD regarding the experiential difference between a traditional fundus camera and the *Daytona* from Optos. Dr. Trull, of Pacific Eye Care of Port Orchard, notes that for years he dismissed the urging of colleagues to invest in **optomap** technology, until three years ago when he encountered the *Daytona* device. “In the past I felt that I could not justify the cost but then I saw that the image quality was fantastic and the field of view was far superior to my camera and I knew it was time to purchase. It has made life so much easier for us and paid for itself within the year.”

While generating revenue and streamlining the exam process were desirable elements that helped motivate the purchase, enhanced quality of care and patient education are aspects of the technology which have moved it to an "invaluable" status within the practice.

“I believe it has made me a better doctor. I can see significantly farther out in the periphery and I can scroll through the different retinal layers which has helped diagnostically. For example, when I move through the retinal layers I can quickly verify if a questionable spot is a nevus. I would not have been able to do that with the camera.”

Trull notes that this kind of versatility within an **optomap** image helps in education, enabling his patients to see exactly what is occurring in their eyes in a tangible, understandable way. This in turn becomes a practice builder when the patients share their exam experience with family, friends and co-workers.

“I bring the image up for them in the exam room and easily show, and explain why I am doing a glaucoma test, or show them what a nevus is, or a posterior vitreal detachment and they understand. Alternatively, I can show the retina looks healthy and this gives them tremendous peace-of-mind. Patients are so impressed by this state-of-the-art technology and our up-to-date practice. There is no question that the word gets out.”

Trull explains that because of the ease-of-use and rapid, single image capture of **optomap**, the exam lane efficiency has improved and continuously generates revenue. He sees approximately 10 more patients each day, improving rather than sacrificing, patient education. “With our camera we would dilate, wait, bring the patient back in and then take the pictures. The *Daytona* is much easier to use, we showed the technicians what to do and they were off and running with it. They really adapted quickly and they are always interested in learning about what they themselves see on an image.” Trull stresses how this staff involvement and interest also enhances quality of care.



Practice Information

- Pacific Eye Care – Port Orchard, WA
- Two doctor, private practice

Reason for Purchase

- Practice efficiency
- Quality of care
- Patient education
- ROI



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