

Patient Education Impacts Patient Experience and Acceptance Rate in Practice



Practice Information: Family Vision Center – La Crosse & Tomah, Wisconsin

Optometrists: Richard Foss, OD and Ann Wonderling, OD

Device: *California* and *Daytona*

Reasons for Purchase: Higher quality of care, improved patient experience, optomap image quality, patient education

Richard Foss, OD, recognized the opportunity to embrace the new standard of care technology when he first encountered Optos ultra-widefield (UWF™) technology at The Exchange® in 2004. Dr. Foss is always on the lookout for advanced technology and is often the first in the LaCrosse and Tomah areas to introduce new diagnostic equipment. When he opened his fifth practice, he reserved space for a new Optos system.

In the early days, Dr. Foss leased his Optos device and upgraded routinely as new capabilities were added. He quickly realized the return on investment (ROI) was very strong. He now owns both *California* and *Daytona* systems and offers retinal health screenings to all his patients.

More than 80 percent of doctor's patients opt-in for optomap imaging

Dr. Foss reports that **optomap** imaging helps him cover all the bases when it comes to preventative care and monitoring known conditions. “**optomap** is complementary to dilation, helping to identify any pathology that may have been missed.” **optomap** documents almost the entire retina (>80 percent) in a single capture.

Using **optomap** UWF images, Dr. Foss can closely examine his patients' retinas without subjecting them to long, uncomfortable, face-to-face exams.

The high-resolution digital images also make it possible to evaluate any pathology or anomaly for change over time. Dr. Foss has also found that showing patients their **optomap** images allows patients with pathology to understand their condition better and helps all patients develop an understanding of the connection between eyes and the rest of the body. “If you take the time and talk to the patients, they understand the value of **optomap** imaging and want to have it done at each visit.” Dr. Foss says more than 80 percent of his patient's opt-in for the **optomap** experience.

“We made the **optomap** imaging affordable from day one. We've never raised the price, and we've always been profitable. Optos UWF imaging is an asset for our patients and our balance sheet.”

Dr. Foss on his *California* and *Daytona* devices



Dr. Foss is ready to provide as much information as patients want to maximize his time with patients. “We look for changes,” he tells them. He explains that a deeper optic nerve can be a sign of glaucoma, while a shallower optic nerve could reveal Lyme disease or a tumor. He looks for drusen, which he describes to patients as blotches on the retina that may be an early sign of macular degeneration. “Patients with diabetes who have not developed diabetic retinopathy, we watch for the earliest signs of pathology, so we can prevent vision loss from this disease. When people see what is happening in their eyes, it often encourages them to start taking better care of themselves.”

Life-saving technology

In addition to color imaging, Dr. Foss also captures autofluorescence (AF) images on every patient. The value of this quick, additional image cannot be overstated. By examining AF images, Dr. Foss has identified

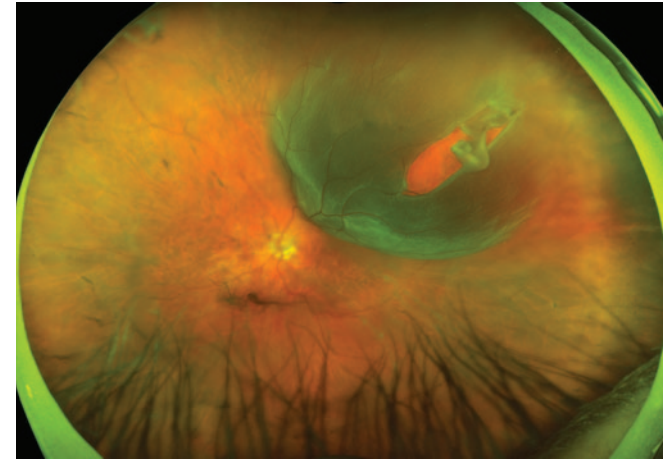
several malignant tumors. These patients – children as well as adults – were asymptomatic when he made these life-saving discoveries. “AF images highlight changes from one year to the next, and if something is out of whack, it allows us to more closely monitor the condition.”

One young athletic patient was having trouble converging during binocular vision testing. His **optomap** showed a retinal detachment. The detachment was successfully treated, and he is now going through vision therapy with specialist Ann Wonderling, OD. “The young man’s game has improved dramatically,” reports Dr. Wonderling. To ensure nothing is overlooked, Dr. Wonderling sends all her patients for an **optomap** screening before they start vision therapy.

Dr. Foss also uses Optos technology to deepen relationships with other local doctors. Primary care physicians especially appreciate when he

shares **optomap** images of their patients with diabetes. When he refers a patient to a retinal specialist, the **optomap** picture is truly worth a thousand words. The doctors are impressed with the technology and better appreciate when urgent treatment is needed.

For the patients who opt out of the **optomap** exam, Dr. Foss just reminds them that they can always try it out next time. “Once they try it, they love it.” In fact, Dr. Foss says that when patients move out of the area, they often ask if he can refer them to a doctor who utilizes this technology in their new location. “Our patients think it’s great. I cannot imagine practicing without this technology. It is a winner with so many benefits! Before I had Optos, I was doing a good job, but once I got it, I realized how much better I could be. If you do not have this technology in your practice, you should schedule an in-office demonstration today.”



optomap image captures Retinal Detachment

VISION SOURCE

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