



Irony of old info
"Better" \$, <3, niche
want specialty, all

MEET YOUR ROI DREAM: YOUR NEW "PRESBYOPIA MANAGEMENT CLINIC"

DR. AMANDA NANASY

FLORIDA INSTITUTE OF SPORTS
VISION- PEMBROKE PINES, FL

DISCLOSURES



Consultant/Faculty/KOL:


Alcon
Allergan
Neurolens
Thermamedx



Sports Vision Pros.com- Partner




THE NEED TO SPECIALIZE....

- EXAMPLES OF OUR SPECIALTIES
 - WHY?
 - YOU HAVE PERSONAL INTEREST
 - YOU'RE PATIENT BASE DEMANDS IT
 - YOU ARE LOOKING FOR MORE DOLLARS PER PATIENT
 - YOU ARE LOOKING TO RECRUIT MORE PATIENTS
- 



THE NEED TO SPECIALIZE....

COST TO SPECIALIZE?

- NEW EQUIPMENT
 - EXTRA TRAINING/ COURSES FOR DOCTOR
 - TRAINING THE STAFF
 - THE SLOW RAMP/ CURVE TO GETTING YOUR PATIENT BASE
- 

128 million
American presbyopes^{2,3}



TODAY'S PRESBYOPES

- Millennials are 26-41 in 2022
- Gen X 42-57
- Active
- Digital Lifestyle
 - 96x per day....

1. Fricke TR, et al. *Ophthalmology*. 2018;125:1492-1499. 2. Chang DH. *Ophthalmology Times*. Accessed March 18, 2022. <https://www.opthalmologytimes.com/view/presbyopia-rethinking-approach-to-better-meet-patients-needs>. 3. Zebardast N, et al. *Am J Ophthalmol*. 2017;174:134-144. 4. Vision Council. Accessed March 18, 2022. https://www.thevisioncouncil.org/sites/default/files/research/VisionWatch_VisionCouncil_Member_Benefit_Report_September%202016_FINAL.pdf. 5. NIH. Accessed March 18, 2022. <https://www.nei.nih.gov/sites/default/files/health-pdfs/Presbyopia.pdf>. 2. ASURION. ACCESSED MARCH 18, 2022. <https://www.asurion.com/about/press-releases/americans-check-their-phones-96-times-a-day>



TODAY'S PRESBYOPES

- 54.3% have Dry Eye
- Botox? Typically, the 40-54 age group uses Botox the most. In 2020, 2,503,229 people ages 40-54 received Botox. After that, the 55-69 age range boasts the second highest number with 1,010,138 Botox treatments in 2020.
- **31 Million** buy OTC Readers each year
- **100% will develop presbyopia**

1.Oman J Ophthalmol. 2015 Sep-Dec; 8(3): 151–156. doi: 10.4103/0974-620X.169910
PlasticSurgery.Org



TODAY'S PRESBYOPES

- 90% FRUSTRATED BY PRESBYOPIA*¹
- 96% SOMEWHAT IMPACTED ON A DAILY BASIS†²
- 46% EXTREMELY IMPACTED ON A DAILY BASIS†²

• *SURVEY OF 1339 PATIENTS AGED 40-55 YEARS WITH PRESBYOPIA.

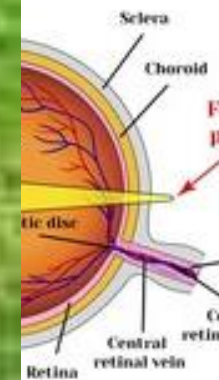
• †SURVEY OF 797 PATIENTS AGED 40-55 YEARS WITH PRESBYOPIA.

• 1. DATA ON FILE. US-PBY-210010. 2. DATA ON FILE. REF-67383.

•

Ye Old Presbyope

opia





THEY WIN AND YOU WIN

- BUYING BEHAVIOR
- WAYS TO BRING OUT THE EMOTIONS BEHIND THE NEED.....
- HOW DOES THAT EFFECT YOU?
- HOW DOES THAT MAKE YOU FEEL?



HOW CAN WE HELP??

UNCOVER THE NEED

- INTAKES
- TECHS IN HX *PRIME 5*
- OUR EXAM
- POP....LASHES

The background of the slide is a solid blue color. In the top-left corner, there are several realistic-looking water droplets of various sizes, some partially cut off by the edge. There are also a few smaller droplets scattered near the bottom right.

HOW CAN WE HELP?????

OPTICAL

- NVO
- PROGRESSIVES
 - THOSE THAT COULDN'T....
- COMPUTER DESIGNS
- MULTIPLE PAIRS

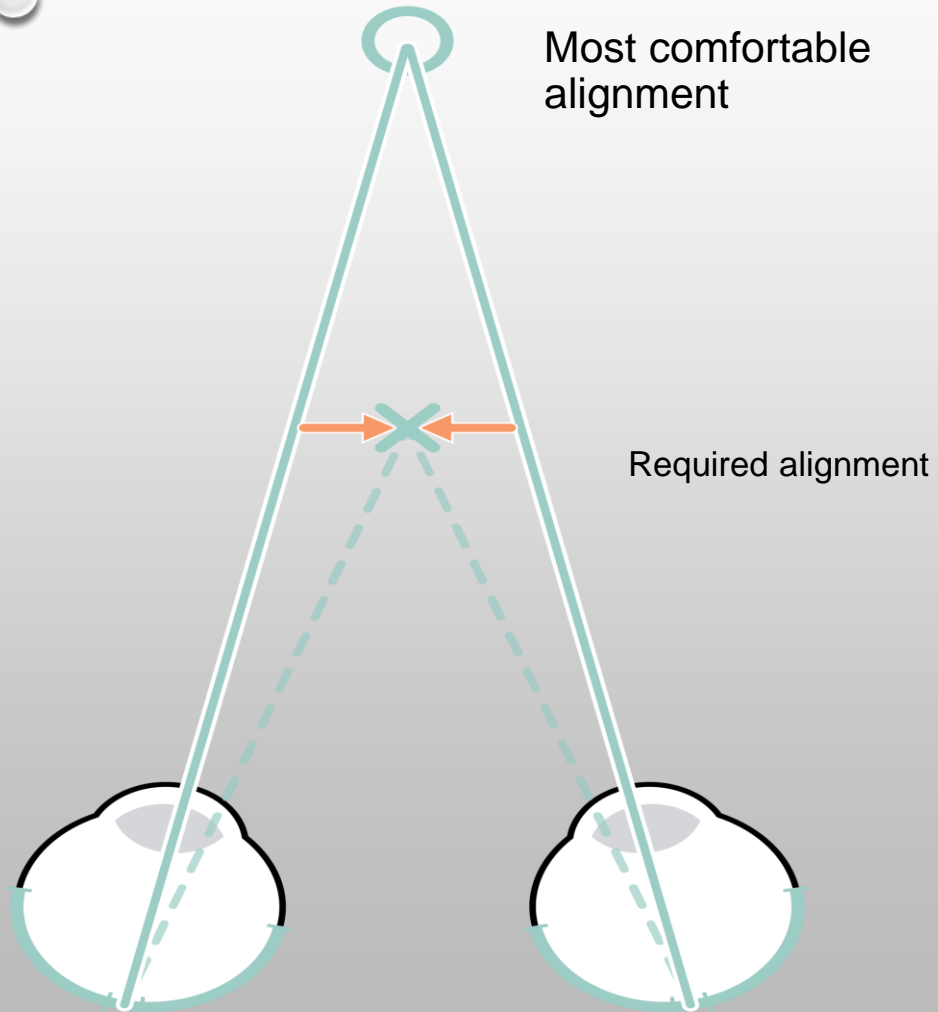


PROGRESSIVES?

The conversation with the
non-believers....



Misalignment



PUT ON YOUR “BV HAT”

- THAT AC/A RATIO THING...



COMPUTER LENSES

- A WAY TO GET AROUND A “PROGRESSIVE”
- CONSIDER USING THE “WORKSPACE” DESCRIPTION
- MARKET YOUR SHOES
- AND YES... WE ALL NEED MULTIPLE PAIRS!



HOW CAN
WE
HELP?????

Contacts

- MULTIFOCALS
- MONOVISION
- MODIFIED
- HYBRID OPTIONS
- DVO
- MULTI-PAIRS

MF CONTACTS

- MOST DOCS ARE STILL FITTING MONOVISION
- “NO GOLFER REALLY WANTS TO SEE THEIR SCORE CARD” –ANOTHER SPORTS VISION DOC (NOT ME)
- MARVEL VS DCPICK YOUR STAFF AND BRING A STAFF MEMBER ON YOUR TEAM
- FOLLOW THE FIT GUIDE ;)
- REMEMBER WHY MOST PRESBYOPES DROP OUT OF CONTACTS
- DON'T BE ROBERT HERJAVEC'S DOCTOR!



MONOVISION

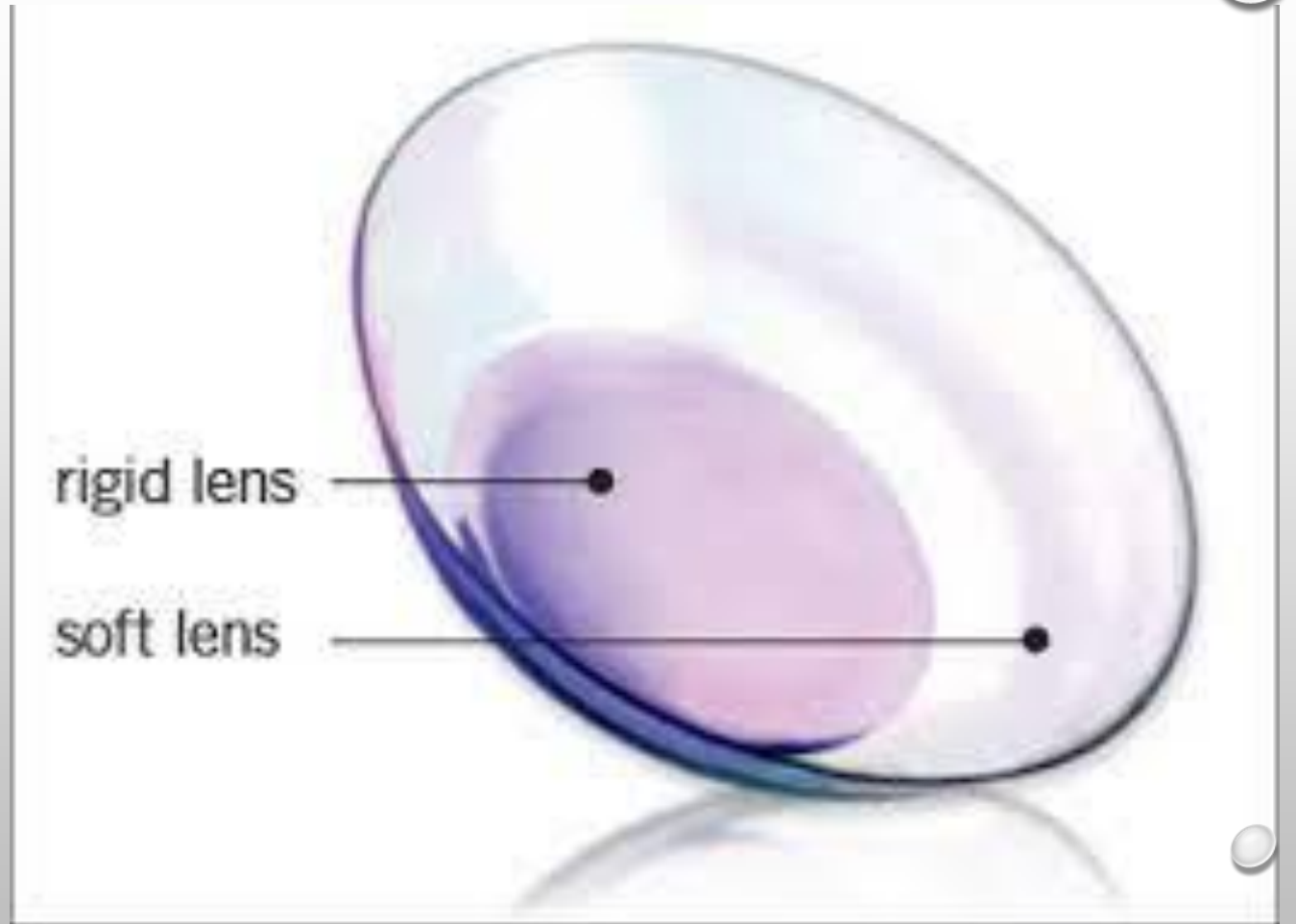
- DON'T BE AFRAID TO TRY AND SWITCH THEM.... JUST EDUCATE WHY YOU WANT TO TRY!
 - “YOU SAID YOUR EYES ARE TIRED AT THE END OF THE DAY”
 - “YOU SAID YOU COULD NOTICE YOU DIDN'T HAVE DEPTH PERCEPTION”
 - “IT'S NOT 1985” JK 😊
- DO THEY NEED A TORRIC LENS?

MODIFIED

- MODIFIED MONO / “THE ADVANCED FIT GUIDE”
- WHAT IF THEY HAVE NIGHT VISION ISSUES?
 - THE TRUE “GLASSES AND CONTACT LENS WEARER”

HYBRID LENSES

- THEY'RE NOT JUST FOR IRREGULAR CORNEAS ANYMORE!



DVO CONTACTS

- SURE!
- EDUCATE.....
 - BLUR
 - FATIGUE
 - DON'T USE YOUR FINGER!

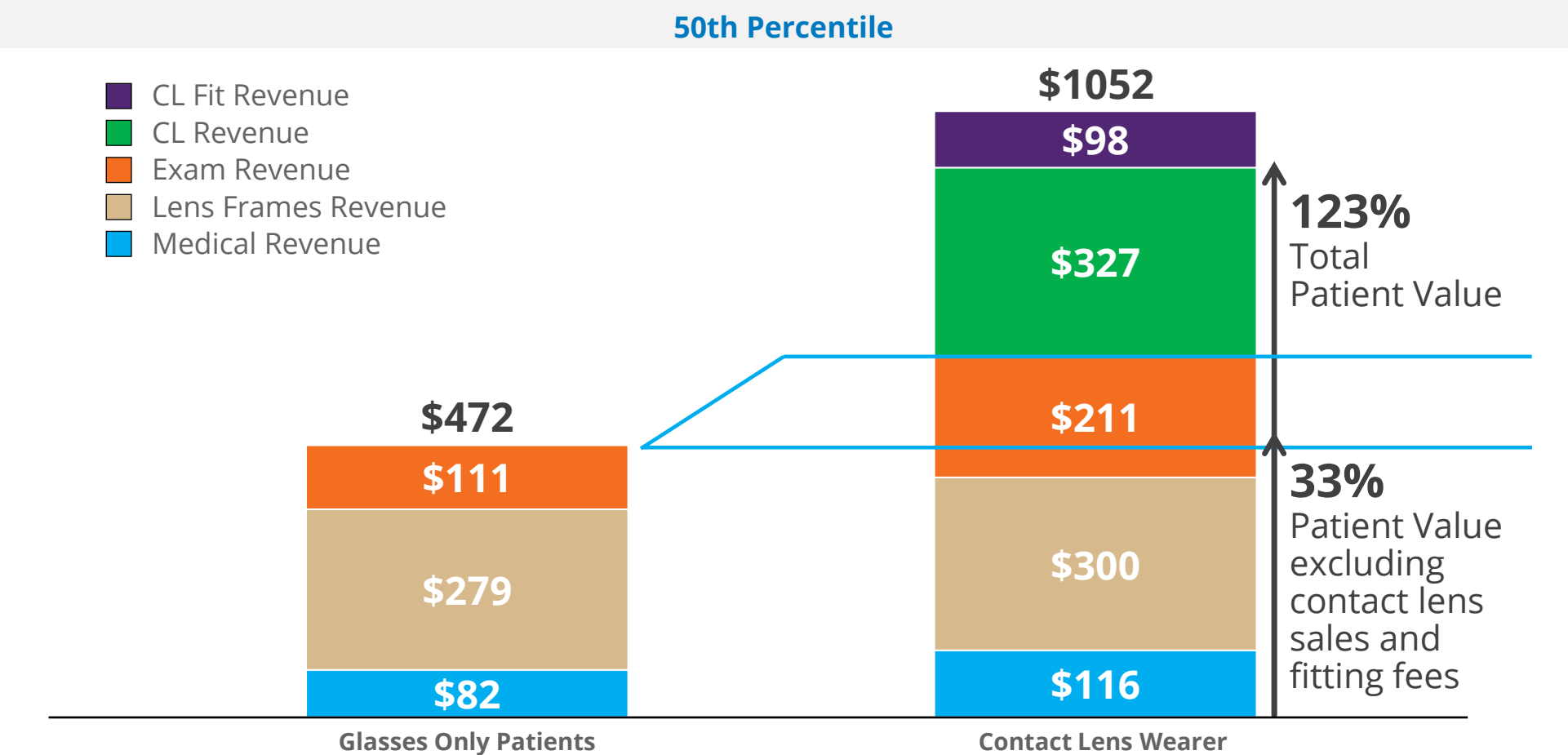




MULTIPLE PAIRS

IT'S NOT JUST FOR THE OPTICAL!

Annual Patient Value in Gross Sales for All Products and Services



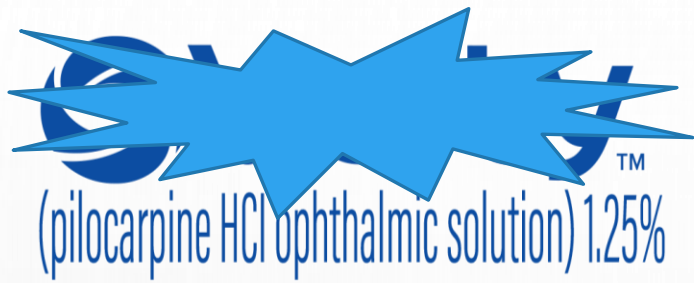
*Aggregate de-identified Glimpse data from practices doing \$1 million+ in revenue, Alcon Data on File, 2018.

The background of the slide is a solid blue color. In the top-left corner, there are several realistic-looking water droplets of various sizes, some partially cut off by the edge. A few smaller droplets are also visible near the bottom-right corner.

HOW CAN WE HELP?????

PHARMACOLOGY

- PILOCARPINE
 - OTHER PILOS...
 - BRIMONIDINE + CARBACHOL
 - ACECLIDINE
-
- PART-TIME OPTIONS
-
- PROS AND CONS?



Extends depth of focus- contracts the iris sphincter muscle, constricting the pupil to improve near and intermediate visual acuity while maintaining some pupillary response to light

INCREASES AMPS OF ACCOMMODATION- contracts the ciliary muscle and may shift the eye to a more myopic state

pHast technology- rapidly equilibrates pilocarpine to physiologic pH

Lasts about 6 hours

Who would you prescribe it for?

Who would you talk to about it?



YOUR “CLINIC”



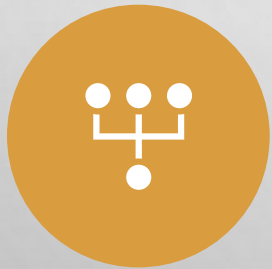
YOUR CLINIC



Buy your expensive equipment



Process/Procedures



Who do we involve in the procedures?



Billing

YOUR CLINIC

#1 BUY YOUR
EXPENSIVE EQUIPMENT



YOUR CLINIC

- #2 WHO WILL BE INVOLVED IN THE PROCESS?
 - IF EVERYONE IS NOT ON BOARD THIS WILL NOT WORK.
 - DO NOT TAKE FOR GRANTED THAT EVERYONE KNOWS WHAT YOU'RE TALKING ABOUT.

YOUR CLINIC

- #3 PROCESS AND PROCEDURES
 - WHAT IF THEY ALREADY HAD A COMPREHENSIVE?
 - WHAT IF THEY HAD A COMPREHENSIVE 3,6,9 MONTHS AGO
 - IS THIS A 15 MINUTE OR 30 MINUTE APPOINTMENT?
 - WHAT SHOULD THEY BRING WITH THEM?
 - IS THERE A SPECIAL INTAKE?
 - WHAT PRE-TESTING DO WE DO?
 - DO WE USE A DIFFERENT EMR TEMPLATE?

YOUR CLINIC

#4 BILLING

- IS THIS A SELF-PAY EXAM?
- IS THERE ONE FEE FOR THIS TYPE OF EXAM THAT BUNDLES THE TESTING?
- IS THERE A CHARGE FOR THE FOLLOW UP OR IS IT INCLUDED?

YOUR CLINIC

#5 MARKETING

- SOCIAL MEDIA
- E-BLASTS
- MAILERS
- IN OFFICE

WRITE IN YOUR 3 ACTION STEPS NOW...

- 1

- 2

- 3

GET THE WORD OUT



SOCIAL MEDIA
SPOT



RECEPTION ROOM
POP



INTAKE
INFORMATION



The Eye Center Pembroke Pines FL

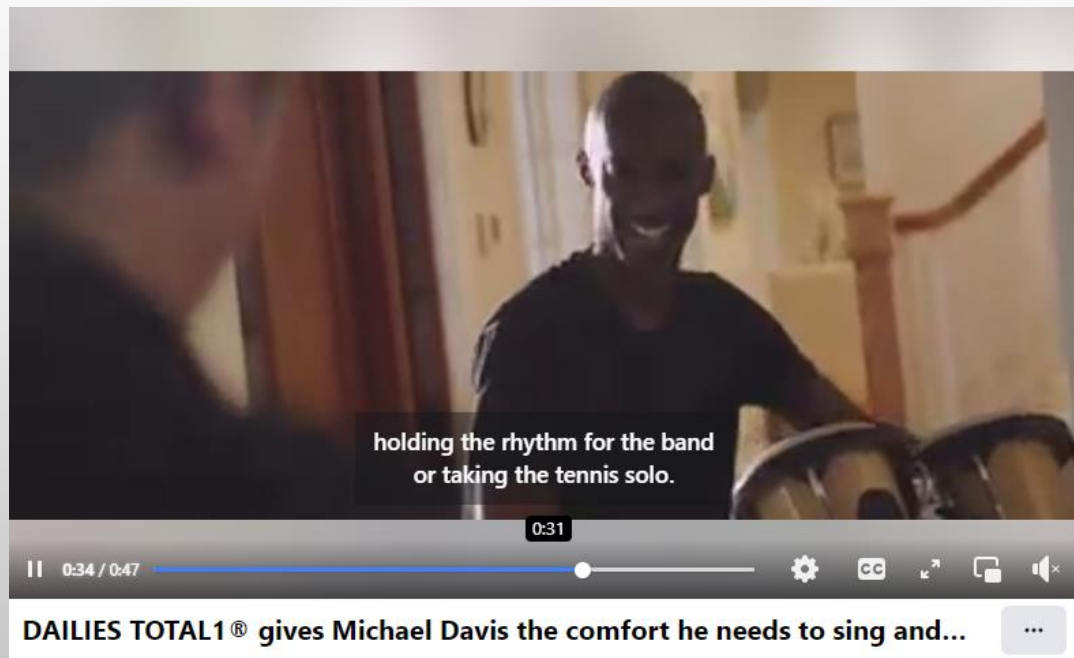
Published by Amanda Woodie Nanasy · May 14 ·



Are you ready to ditch those reading glasses? Call us at 954-432-7711 to get started...



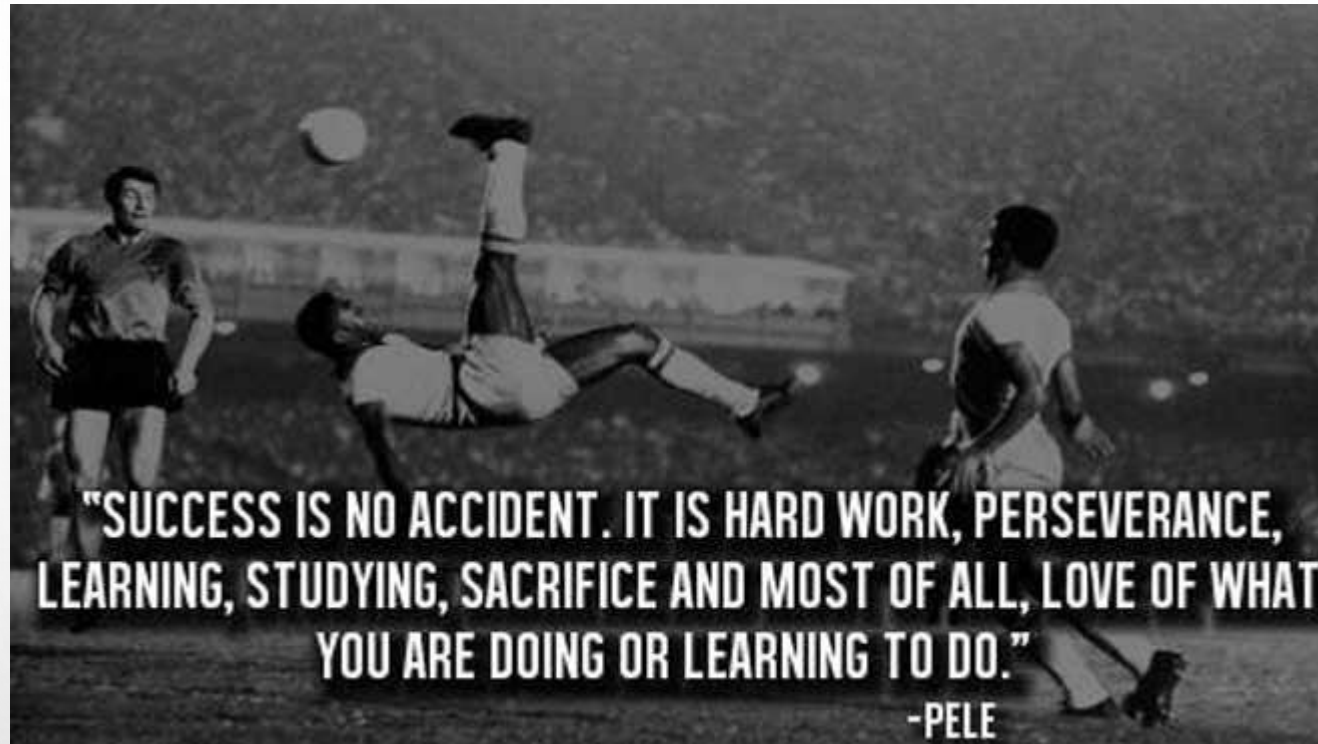
[HTTPS://FB.WATCH/FIZA7JDCV4/](https://fb.watch/FIZA7JDCV4/)



TESTIMONIALS/ VENDOR CONTENT

The background is a dark, textured composition. It features several overlapping silhouettes of human heads in profile, facing right. Interspersed among these are large, stylized question marks. In the center, a lightbulb is depicted with lines radiating from it, suggesting it is lit. The entire scene is accented with numerous water droplets of various sizes, some showing highlights and shadows, giving it a fresh, organic feel.

IDEAS AND QUESTIONS



Thank You!!

Ananasy@SportsVisionPros.com