

# Implementing Myopia Management in Your Practice

## *Building a Myopia-Busting Practice Blueprint*

Mark Bullimore, MCOptom, PhD, FAAO  
Vishakha Thakrar, OD, FAAO, FSLs  
Ashley Wallace-Tucker, OD, FAAO, FSLs,  
Jack Schaeffer, OD FAAO

### 1 Introduction

- Importance of myopia management in modern optometric practices.
- Growing prevalence of myopia and its implications for eye health.
- 
- 2. **Developing Clinical SOPs**
  - Establishing protocols for initial exams, follow-ups, and patient education.
  - Tools required: topographer, axial length measurement devices.
  -
- 3. **Financial SOPs**
  - Structuring fees for Ortho-K, soft lenses, atropine, and follow-up care.
  - Subscription-based payment models and multi-year contracts.
  -
- 4. **Staff Training and Roles**
  - Training team members to handle patient consultations, fitting, and follow-ups.
  - Designating a "Myopia Advocate" within the team.
  -
- 5. **Marketing Strategies**
  - Internal marketing: brochures, digital displays, Ortho-K wall of fame.
  - External marketing: partnerships with schools, pediatricians, and social media.
  -
- 6. **Success Stories**
  - Examples of practices that have integrated myopia management successfully.
  - Case studies showing clinical and financial success.
  -
- 7. **Summary**
  - Key takeaways: importance of myopia management for patient care and practice growth.
  - Actionable steps to implement myopia management services.

### 3. Conclusion and Q&A

Open discussion on challenges and best practices for myopia management.

