

On behalf of Vision Expo, we sincerely thank you for being with us this year.

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.



ELEVATING THE PATIENT CARE EXPERIENCE THROUGH TECHNOLOGY AND AI

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FINANCIAL DISCLOSURES

- Co-Founder Dr. Contact Lens
- Co-Founder Techifee
- Medical Advisory Board- OSRX Pharmacy
- Principal Investigator- STAAR Study
- Sydhexis Advisory Board
- Medical Advisory Board- Visus
- PAC- Coopervision
- PAC- Johnson & Johnson
- Advisory Board Ocumetra
- Author- The Eye Pitch Book



WHY ARE WE HERE... TO SEE MICKEY? NETWORK? HAVE FUN?



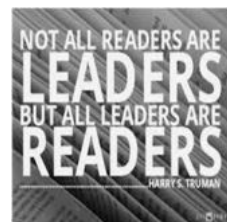
- Get back to your why
- Start thinking of ways AI can help you take better care of your patients and your clinic
- Understand the amount of data you are sitting on, what is worth and how to use it
- Get and stay in the mindset of being patient centric
- Front vs back of the house technology
 - Simplify processes to improve experience

KEEP LEARNING & INVESTING IN YOURSELF



DO YOU OWN A JOB OR A BUSINESS

- Buy Back Your Time- Dan Martell
- 10x is Easier than 2x
- The Gap and The Gain
- Supercommunicators
- The Success Principles- Jack Canfield
- The Five Dysfunctions of a Team- Patrick Lencioni
- Good to Great- Jim Collins
- Competition is for Losers (TED Talk)- Peter Theil
- The 20 Minute VC Podcast- Harry Stebbings
- Masters of Scale Podcast- Reid Hoffman
- SaaSr Podcast
- YouTube: Productivity Game



Book Nerds Podcast

TIME IS MONEY

• Thank you for being here!

"You either pay for things with time or money."

© JOSHUA MILLER

Now it is time, money and attention...



THE FUTURE OF HEALTHCARE IS THROUGH EYECARE



HENRY FORD AND INNOVATION

"If I asked the public what they wanted, they would have said a faster horse."

- Henry Ford, founder of Ford Motor Company

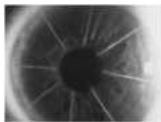


Ada Lovelace (1815-1852)
 Thomas Edison (1847-1931)
 Nikola Tesla (1856-1943)
 Albert Einstein (1879-1955)
 Grace Hopper (1906-1992)
 Steve Jobs (1955-2011)
 Tim Berners-Lee (1955-)
 Elon Musk (1971-)

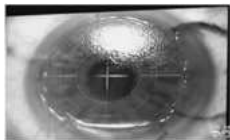
OUR PROFESSION AND DISRUPTION



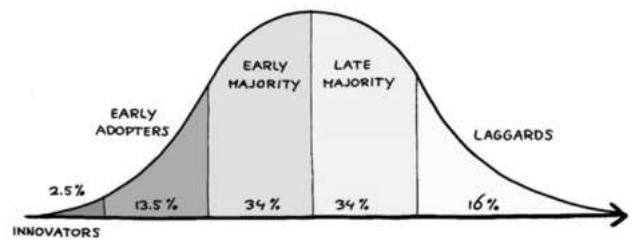
1970's

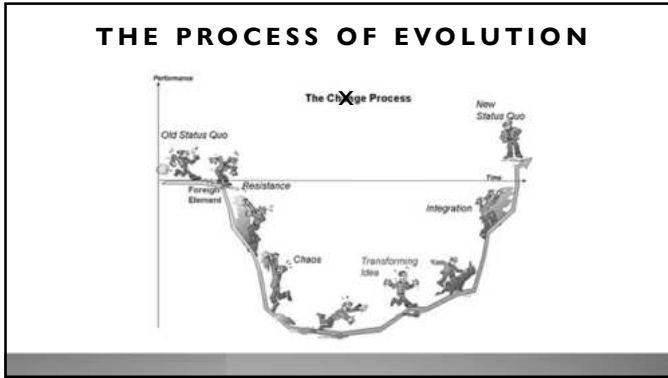


1970's
1978 FDA Approval



1980's
1999 FDA Approval

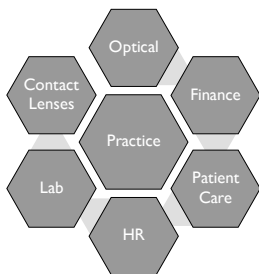




What Kind of Doctor Are You?

	Business	Science
Business	Business/ Business	Business/ Science
Science	Science/ Business	Science/ Science

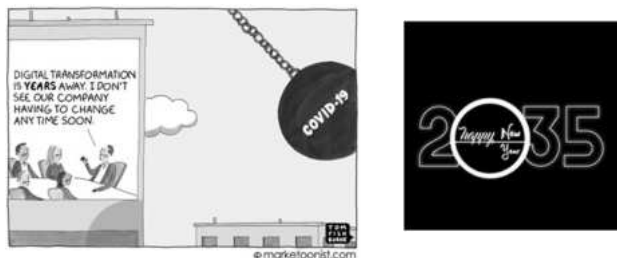
ASK FOR HELP



A Day In The Life As An Entrepreneur



MARCH 2020...



JETSON PREDICTIONS 1962



60 YEARS LATER



“

The problem with selling minutes is there is only a minute in a minute



HAPPY ANNIVERSARY IPHONE

**15 YEARS ANNIVERSARY
EVOLUTION OF THE IPHONE AND IOS**

The 15th anniversary of the original iPhone was celebrated following three days of festivities at the National Convention Center last year. The day 2007, marking the birth of the iPhone, the iPhone's journey has been long.

2007

How much is the first iPhone worth today?
(The Hill) - A 2007 first-generation iPhone sold for \$63,356 at LCG Auctions on Sunday, Feb 21, 2023.

2017

iPhone 7

2018

iPhone 8

2019

iPhone X

2020

iPhone 11

2021

iPhone 12

2022

iPhone 13

2023

iPhone 14

iPhone 13 Pro

146.7%
AUG 2022

iPhone 13 Pro

Released Jan 13, 2023

11.8%
\$570.00

10.9%
\$1099

Apple Health

- Stand goal
- Breathe
- Heart rate monitoring/EKG/Pulse
- Fitness tracking
- Screen time
- Sleep
- Oxygen level
- Mental Status
- Medications
- Noise level

DISRUPTERS (OD'S) CAN AND WILL BECOME THE DISRUPTORS

dis-rupt-or
/dis'ruptər/

noun

a person or thing that interrupts an event, activity, or process by causing a disturbance or problem.
"the film follows his evolution from Hollywood star to political disruptor"

a company or form of technology that causes radical change in an existing industry or market by means of innovation.
"the company is becoming a major disruptor in the healthcare industry"

BIOLOGY

a thing that interferes with or significantly alters the structure or function of a biological molecule such as a gene or hormone.
"several drugs show promise as DNA disruptors in cancer cells"

WHAT IS A HEALTHCARE DISRUPTOR

- Companies who are shifting the healthcare industry by making big changes that significantly redefine the way care is delivered
- This means:
 - integrating new technologies
 - streamlining processes
 - simply refusing to do things the way they've always been done

WHY DO THEY WANT TO DISRUPT

- Cost
 - Amazon, Berkshire and JPMorgan are among the largest private employers in the U.S., with a more than 1 million workers combined
 - Health-care spending = ~18 % of the U.S. economy in 2018
- Too Much Care
 - 20 percent of medical care was unneeded
 - including about a quarter of tests
 - a fifth of prescriptions
 - more than one in 10 medical procedures

Amazon, Berkshire, JP Morgan to form new Health-Care Company

AMAZON TO ENTER HEALTH-CARE INDUSTRY

<https://gasparinsurance.com/amazon-entering-health-care/>

Amazon buying One Medical is only its most recent dive into the health care industry

\$3.9 Billion

THE EXPERIENCE...

SEATTLE & SAN FRANCISCO--(BUSINESS WIRE)--Jul. 21, 2022-- Today Amazon (NASDAQ:AMZN) and One Medical (NASDAQ:ONEM) announced that they have entered into a definitive merger agreement under which Amazon will acquire One Medical. One Medical is a human-centered, technology-powered national primary care organization on a mission to make quality care more affordable, accessible, and enjoyable through a seamless combination of in-person, digital, and virtual care services that are convenient to where people work, shop, and live.

"We think health care is high on the list of experiences that need reinvention. Booking an appointment, waiting weeks or even months to be seen, taking time off work, driving to a clinic, finding a parking spot, waiting in the waiting room then the exam room for what is too often a rushed few minutes with a doctor, then making another trip to a pharmacy - we see lots of opportunity to both improve the quality of the experience and give people back valuable time in their days," said Neil Lindsay, SVP of Amazon Health Services. "We love inventing to make what should be easy easier and we want to be one of the companies that helps dramatically improve the healthcare experience over the next several years. Together with One Medical's human-centered and technology-powered approach to health care, we believe we can and will help more people get better care, when and how they need it. We look forward to delivering on that long-term mission."

SEEK WELL

Welcome to SeekWell

SeekWell is the parent company of 1-800 Contacts, Luma, and Hello Eyes. Our goal is to make it simpler, easier, and more accessible for people to get the vision care they need. We maintain the legendary, award-winning culture 1-800 Contacts started almost 30 years ago and continues to develop innovative, disruptive products and businesses that make consumers cheer and optometrists squirm.



TYPES OF AI

- ANI (Artificial Narrow Intelligence)- specific, predefined tasks
 - Tag people in photos
- AGI (Artificial General Intelligence)- understand, learn and adapt
 - Siri, Amazon Alexa
- ML (Machine Learning)- development of algorithms to make predictions or decisions based on data
 - Prescription data
- Deep Learning- used in tasks like image and speech recognition
 - Understanding data quickly
- NLP (Natural Language Processing)- understanding, interpreting and generating human language
 - chatbots, language translation
- Computer vision- understand and interpret visual images
 - self driving vehicles, retinal photos

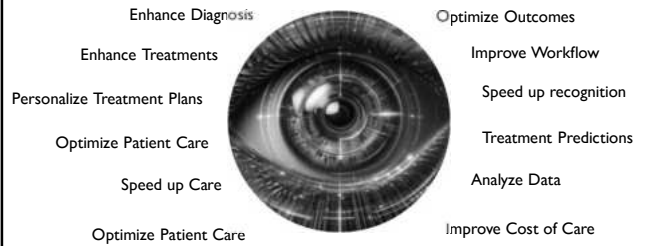


Innovation will and can take care of problems you didn't know you had

ASK BETTER QUESTIONS TO IMPROVE YOUR PROCESSES

- It all starts with a use case...
- I want a better way for my patients to order their contacts from me

AI AND OPTOMETRY/HEALTH CARE



ENHANCING WHAT WE DO

- AI should not only enhance patient care but how we take care of the patient
- Filling our "down time" with more patients
- Create the clinic you want to create

PAPER VS COMPUTER

- Speed
- Money
- Safety
- Reduce errors
- Improved efficiency
- Quality of care
- Storage



AI AND PATIENT CARE

- Detect pathology earlier
- Detect heart disease, diabetes, Alzheimer's earlier
- Analyze pathology to determine treatment plans or determine better referral patterns
 - Dry Eye Protocols
 - Glaucoma Protocols
 - Myopia Protocols
 - Diabetic Protocols



AI AND WORKFLOW

- Automate routine tasks
- Analyze patient data
- Website chatbots
- Analyze phone calls and missed opportunities
- Assist in documentation
- Analyzing charts for better treatment recommendations
- Cut out double data entry
- Help with treatment plans



TECHNOLOGY... HOW TO EVALUATE IT

- Instead of asking "what will this cost me"... ask yourself "what will this cost me if I don't do this?"
 - What is the investment?
- What is the ROI
- Onboarding process
- Customer support
- Be easy on the bugs



EHR'S AND INTEGRATIONS



HEALTH IT are paying for EHRs

Source: Data - government



Here is how much four health systems are expected to pay or have paid for the cost of purchasing, installing and upgrading a new or current electronic health record system:

1. **Louisville, Mich.-based Trinity Health** last October it is nearly three-fourths of the way through an \$800 million Epic rollout that is bringing the EHR to 101 hospitals.
2. **Altamonte Springs, Fla.-based AdventHealth**, one of the nation's largest health systems, recently completed its switch to an Epic EHR that cost \$500 million.
3. **Cleveland-based University Hospitals** installed Epic's EHR last year, which cost \$400 million. The equipment encompassed 13 systems into a single integrated platform and ended up being \$200 million under budget expectations.
4. **Tacoma, Wash.-based MultiCare Health System** is giving its newly acquired **Kaiser (Health) Valley Medical Center** a new EHR system. The cost is slated to be around \$50 million.

THE CURES ACT

By December 31, 2023, EHI export capability must be made available through APIs upon authorized request. 170.315(b)(10) criterion for

Your Gold Mine of Data



BE CAREFUL OF "FREE"

- Don't give your patient data away for free!
- If you are getting something for free remember you are the product



If it seems too good to be true, it probably is.

"There are only two industries that call their customers "users": illegal drugs and software." – Edward Tufte

\$1600

LTV= \$350 x 6= \$2100

THE MAGIC TRICK



UNDERSTAND YOUR VALUE



ROI- TRULY EVALUATE AND UNDERSTAND IT!



Team Member Investment	Team Member Earning Potential \$150k/team member	Technology/ Piece of Equipment	Potential Revenue \$200k
- \$20/hr → \$26/hr (with benefits/ taxes/workman's comp/toilet paper)	+ \$78/hour	- \$1.55/hour	+ 104/hr
- \$208/day	+ \$625/day	- \$12.45/day	+ \$833/day
- \$4160/month	+ \$12,500/month	- \$299/month	+ \$16,000/month
	Net = \$56/hr Net = \$ 8,340/month		Net = \$103/hr Net = \$ 15,701/month

20 working days/month

TEAM IMPLEMENTATION


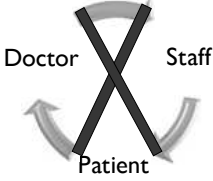


IMPLEMENTATION- TEAM EMPOWERMENT

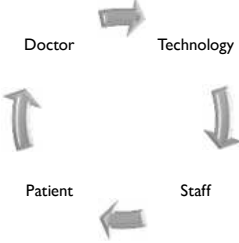
2024



BUSINESS LIFECYCLE





YOU INVEST IN US... SO WE INVEST IN YOU!




WHERE DO WE GO WRONG IN THIS MODEL

- We are not truly taking care of the patient by not considering their wants and needs
- We are not truly valuing our teams time
- We have our team doing low profit/mundane tasks
- Looking for ways to cut corners to see more patient's
- We aren't implementing ways on how we are consumers



DELEGATE TO ELEVATE


Not just to your team but to your patients!



= 51%


Patient vs Consumer

- Healthcare consumers versus patient
- "I want to support my eye doctor, but I am not a charity"
- Are they leaving your practice still your patient or someone else's consumer
- Who owns the patient... the vision plan or you?

Why are our patients leaving our practices to purchase elsewhere?

How are you a consumer?




BUSY → CONVENIENCE

- Amazon
- Uber
- Meals
- Zoom
- Grocery Delivery
- House Cleaner



PATIENTS WANT THINGS ON THEIR TIME

- Making appointments
- Ordering contacts
- Shopping for glasses
- Online vision tests



Expired prescription? Buy the top of the doctor's office. Same old same old again.

LPED

Buy online is easier

Long wait times

Too hard to get back

Online refractions

Sorry We're CLOSED Office isn't open 24-7

BEING THERE FOR OUR PATIENTS




7-ELEVEN

GlobeOptik

DigitalOptometry
Telemedicine:
A Cure for
Optometrist Burnout?

PATIENT CENTRIC CARE

- Starting with the patient in mind with everything you do
- Taking care of the patient from start to finish
- Innovate for the patient experience
 - This includes charging patients the right amount for what you do
- Giving them the control they are asking for and needing
 - Some patient's know how to ask, most don't or worse won't (even if they wanted to)
 - They may not even know what to ask for



WHAT HAPPENS IF WE ARE TRULY NOT PATIENT CENTRIC

- We end up with unhappy patients → resentment
- We look greedy
- We get bad reviews
- We take it personally



I unfortunately got a one star review online because I had not put the patient's PD on their prescription. Who puts the PD on their patient's prescriptions?

Never 1 star 2 stars 3 stars 4 stars 5 stars

WORK LIFE BALANCE



TECHIFEYE THE PATIENT EXPERIENCE START TO FINISH

tech·if·eye *noun*

An optical practice that integrates one or more revenue generating technologies to optimize the patient experience and maximize profits



START WITH THE PATIENT IN MIND

- What kind of experience do you want?
 - Friendly staff and service
 - Running on time
 - Technology up to date
 - Convenient
 - Easy



IF PATIENTS HATE IT WE SHOULD CHANGE IT!

- Start at the beginning
- Walk through start (if there needs to be)



Pradkannan's First Eye Exam

"I'd heard they don't have the machines that blow air in your eye."



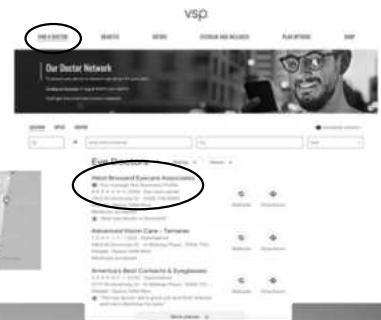
AUTOMATION

- What can we automate?
 - Reviews
 - Appointments
 - Appointment reminders
 - Paperwork
 - Contact lens ordering
 - Calling for pick ups



NEEDING AN APPOINTMENT

- How do patient's find us?
- New patients-
 - Who takes my vision plan?
 - Who has good reviews?
 - Is it close to me?



CHAT GPT

- Find me the best eye doctor in Tamarac who is open on Mondays...

YOUR WEBSITE

1. Your phone number
 - Be able to call and/or text
2. Reviews
3. LIVE Online Scheduling
4. Patient Registration/online forms
5. Ordering contact lenses
6. Glasses try-on/ordering
7. Chatbot
8. Is it ADA compliant

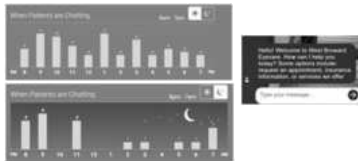


(appointment requests are outdated)

WEBSITE CHATBOTS & CALL AI

1. People are on our websites less than 17 seconds
 - What are your hours
 - What insurance do you take
 - Can I make an appointment
2. People are looking for specific items
3. Commonly asked questions
4. Cut down on phone time
5. Be available when your office is closed

3 AM

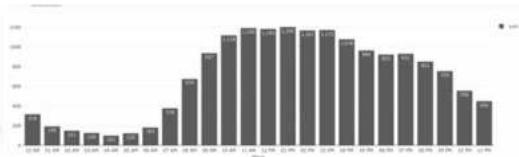


NEEDING AN APPOINTMENT

- Existing patients- Every Patient, Every Time, Every Encounter
 - Did I have a previous good experience?
 - Did I get reminded?
 - Old school vs new school
 - When can I go in?



WHEN DO PATIENTS WANT EXAMS



PATIENT RECALL & REMINDERS

- Evaluate your method and effectiveness
- Most patients need to hear from you in 3 forms
 - Text
 - Call
 - Postcard
- Pre appointing
- Getting staff involved on downtime
- Don't be scared to remind patients or reach out to recall them



CALL VS TEXTING

- 18 billion text messages sent everyday
- 95% of texts will be read within 3 minutes of being sent, with the average response time for a text being 90 seconds
- 84% of consumers won't answer a call from an unknown caller
- 98% open rate for text message vs 20% for email
- 74% of people have zero unread text messages on their phone vs 17% zero unread email
- 45% response rate from text message vs 6% with email



APPOINTMENT REMINDERS

COMMENTARY

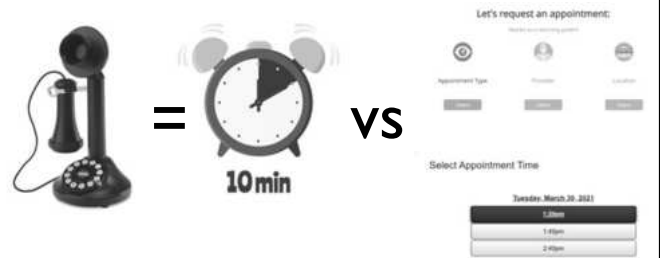


Missed appointments cost the U.S. healthcare system \$150B each year

POSTCARDS



MAKING THE APPOINTMENT



Live Patient Appointments

76% of Millennial respondents would be more likely to choose a new healthcare provider who offers online scheduling over one that does not

2023- Only 35% of respondents were able to book online



CHECKING PATIENT BENEFITS

- Average practice has a dedicated staff member to check/pull patient benefits
- Utilize for family member appointments
- ~40% of benefits for eye exams/eyewear go unused



THE EXAM- WHICH IS BETTER



1



2

THE EXAM- ARE YOU USING TECHNOLOGY TO YOUR ADVANTAGE?

- Topography
- Meibography
- Autorefraction
- Virtual Visual Field
- Ultra Wide field camera
- OCT and/or OCT-A



THE HANDOFF

- How is it done
 - In the exam room
 - Out in the optical
- Who is involved
 - Doctor
 - Technician
 - Optician



YOUR OPTICAL

- How are you taking measurements
- How are you presenting optical purchases to patients
- Are you missing co-pays?
- Do you know what is selling in your optical or not?



ONLINE VIRTUAL TRY ON OR PRE SHOPPING EYEWEAR

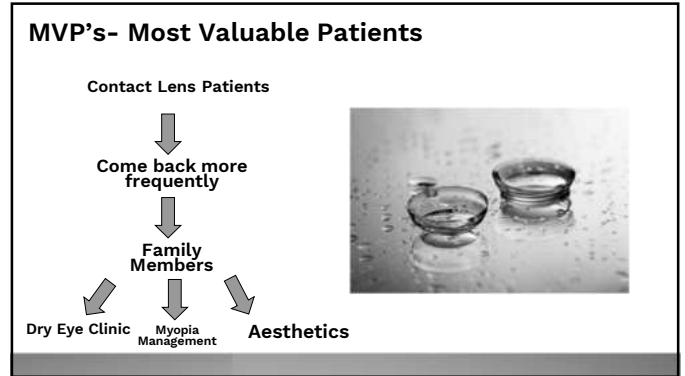


OUR STRATEGIES AND TARGETING OUR PATIENTS

Patient	2	\$000	\$120.40
Patient	2	\$000	\$131.98
Patient	8	\$000	\$1,429.60
Patient	2	\$000	\$191.34
Patient	2	\$000	\$241.34
Patient	24	\$000	\$1,583.76
Patient	4	\$000	\$74.80
Patient	8	\$000	\$1,325.60
Patient	2	\$000	\$179.82

**Patients want to order from you...
Are you letting them?

\$5,880.24**




CONTACT LENS ORDERING

- Evaluate your process
- Utilizing direct ship to the patient
- How are you going after reorders
- Trial lens ordering



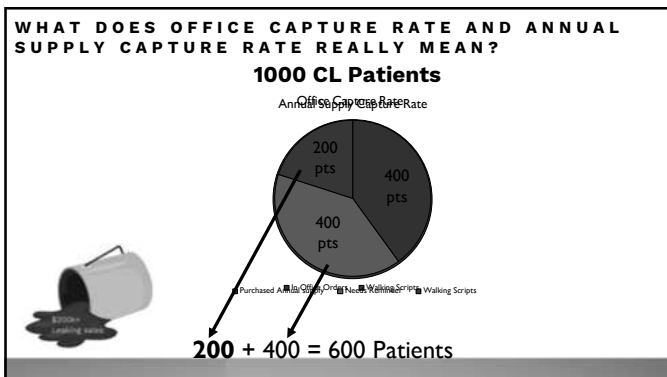
~~28 Steps~~

FTC RULING CONTACTS + GLASSES...



As detailed in a final notice of rulemaking to be published shortly, after a contact lens fitting, prescribers will be required to do one of the following to confirm that a patient received their prescription:

- request that the patient acknowledge receipt of the contact lens prescription by signing a separate confirmation statement;
- request that the patient sign a prescriber-retained copy of the prescription that contains a statement confirming the patient has received it;
- request that the patient sign a prescriber-retained copy of the sales receipt for the examination that contains a statement confirming the patient received the prescription; or
- provide the patient with a digital copy of the prescription, and retain evidence that it was sent, received, or made accessible, downloadable, and printable.

1 Patient Walking


1 Patient per Day x 5000 Doctors = 5000/ Day

3.5 Days = 17,500/week

45 weeks = 787,500/year

\$236 Million

When are patients ordering?



WHEN ARE PATIENTS ORDERING



Order Break Down

- ✓ 21% Done by Patients
- ✓ 47% between 6pm-9am
- ✓ 20% between 11am-1pm

135 Hours of Team Time x \$20 = \$2,709

SHIP IT HOME!



FREE Shipping by Amazon

Annual Supply of Contacts:	\$300
Shipping:	\$7.99
Total:	\$307.99

Annual Supply of Contacts:	\$307.99
Shipping:	\$0.00
Total:	\$307.99



Providing Solutions Over Sales





Giving Patients Homework

Sell what you prescribe

CHECKOUT

- POS system
 - Credit
 - Debit
 - Tap/Swipe/Insert
 - Apple Pay
 - Bitcoin
 - Charging the transaction fee?

BUY NOW PAY LATER

Charge patients the right amount!
You are the expert!

You are not a bank



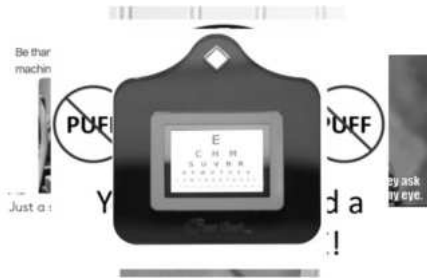
DIFFERENTIATE

- Dry Eye Clinic
- Myopia Control Clinic
- Scleral Lens Clinic
- Aesthetics



LITTLE WOW FACTORS

- No puff test
- Baby changing table
- Door hooks
- New paint
- New equipment
- Tigerchart



UPDATE YOUR OFFICE



EASY, FIXABLE, LEAKY BUCKETS

- In office advertising
 - Show your patients what kind of patients you want to see
 - Dry Eye Clinic
 - Myopia Management
- Buy now pay later
- Online contact lens ordering



COMING UP WITH A PLAN

- Ego aside
- Remember how you shop and how YOU purchase and receive things
 - We shop on websites we remember and frequent often
- Get your staff involved with the decision making and with demos of products
 - It comes down to you implementing it, your staff and patients applying it and accountability throughout the process
- Focus on one new to do every 90 days



THE DISRUPTERS CAN AND WILL BECOME THE DISRUPTORS... BUT WE HAVE TO BE THE ONES TO HELP OUR PATIENTS AND OUR PRACTICES!



MORE REVENUE, LESS PATIENTS, HAPPIER TEAM

- Your team is your most valuable investment
- Hire technology to take care of mundane tasks
- Your team wants an easy button
- When in doubt delete and then add back



Healthcare is Human!

Empowering Your Team



- Your team wants to know where you were
 - Involve them, set goals, have them implement
- They want to grow with you, be a leader
- At the end of the day...
 - It is your business and your bottom line
 - There can be a vote but you have the veto
- How many gate keepers do you have?
 - Teach them to take the demo and bring YOU innovation

“ Not making a decision is actually a decision. It's the decision to stay the same. Lysa Terkeurst

The Purple Frog Way

“ Nothing worth doing is easy! 720



1 Easy Task



1 Hard Task



1 Task of Joy



THANK YOU!



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