

Blueprint for Success: Strategies for Starting a Dry Eye Practice

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Financial Disclosures



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Company



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Alcon-Consultant, Speaker
Abbvie-Consultant, Speaker
Dompe-Consultant
Tarsus-Consultant
Ocuphire-Consultant
Oyster Point Pharma-Consultant
Eyenovia-Consultant
Orasis-Consultant
Bausch & Lomb-Speaker &
Consultant
Sun Pharma-Consultant



Jerry Robben
OD

Dry Eye Disease

- DED impacts 49 million Americans (15% + of population)
- Google trends for “dry eye syndrome” have doubled
- Shift in demographics
 - No longer an “older disease”
- Dry Eye Industry
 - 2020: \$5Billion USD
 - Predicted by 2026 to be \$7Billion

Dry Eye Opportunity

- DED creates an opportunity to serve a growing population
 - Improve patient's quality of life
 - Improve patient care
 - Enhance patient experience
 - Bring specialty care to patients & community
 - Add additional revenue streams to practice

Building a Dry Eye Patient Base

- Start with current patients
 - Annual Exams
 - Bring them back for a dry eye focused exam
 - Surgical Co-Management
 - Patient education
 - Identifying dry eye patients
 - Questionnaires
 - Asking the right questions
 - Patient education

Building a Dry Eye Patient Base

- Advertising
 - Reach out to OD & OMD practices
 - Reach out to PCPs, dermatologists, rheumatologists
 - Displays around the office
 - On-hold music
 - Email blasts to current patients
 - Social media
 - Local News Channel
 - Radio/Print/SEO targets
 - Word of mouth referrals

Diagnostics & Treatments

- When to know what to bring to your practice
 - Dry Eye patient demographic
 - Age
 - Ethnic background
 - Socioeconomic status
 - Aesthetic possibilities

Purchasing equipment considerations

- Cost
- Service contracts/warranty
- Price per treatment for patient
- ROI calculations

Diagnostic Equipment Options

- Meibography
- Tear osmolarity
- Inflammadry
- Point-of-care testing: lactoferrin, IgE
- Anterior Segment photography
- Stains: lissamine, fluorescein
- Corneal sensitivity: esthesiometer? Brill device? Dental floss?
- Questionnaire

Treatment Options

- Blephex
- Zest
- Rinsada
- IPL technology
- Radio Frequency
- Low-light level therapy
- Thermal pulsation
- Amniotic Membranes
- Serum Tears
- Scleral Contact Lenses

At Home Products

- Heat masks
- Oral supplements
- Lid hygiene
- Makeup
- Skincare
- Eye drops
- Sunscreen

Creating a Dry Eye Workup/Flow

- Annual exam vs dry eye focused exam
- Scheduling tips
 - Workups
 - Treatments
 - Follow-ups
 - Time allotment
- Questionnaire
 - SPEED
 - OSDI
 - DEQ
 - VEI-VFQ25
 - Customized
- Dry eye history questions

Dry Eye Office Flow

- Diagnostic flow with technician
- Exam flow with doctor
- Patient education
- Consent forms
- Before & after photos
- EHR templates
- Financial Component
 - Who pitches the price?
 - Discounts & payment plans

Training Staff

- Team approach
- Everyone in office should know about condition, treatments offered, benefits
- Active listening □ identify patients when scheduling, in optical, in exams
- Employee be the patient to experience treatments 1st hand
- Product Pitches

Patient Education

- Communicating treatments & products
 - Videos
 - Brochures
 - Take home treatment sheets
- Patient follow-up

Finances

- Potential return on investment
- Pricing packages for various treatments
- Referral programs

Tips we learned...

- Bringing in a new treatment tips
 - Create a list of potential patient candidates *before* treatment arrives
 - Advertising a small discount for the 1st week to get hands on experience with technology
- Mistakes we made & what not to do
- Biggest wins
- Pearls we learned

Thank you!



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