

Making Myopia Management Mainstream
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1

The speaker has no financial or proprietary interest in any of the products that are mentioned
 Co-Owner **Optometric Insights** with Dr. Mile Brujic
[History of consulting, performing research, speaking:](#)
 Alcon, Allergan, Avellino, Bausch + Lomb, BioTissue, CooperVision, Dompe, Eyevance, Eye Promise, Euclid Vision Group, Horizon, Lumenis, Ocuphire Pharma, Orasis Pharma, Oculus, Medprint, Novartis, Sun Pharma, JnJ TearScience, TEEM, Thea, TruKera Medical, Valley Contax, Visus Therapeutics, and Zeiss.

2

Then I saw their eyes, now I am a believer!

Myopia Management

- 1. Greatest form of preventative medicine we have in eyecare**
- 2. It has the potential to be the most lucrative treatment you do**
- 3. Everyone needs to be on board**

PLEASE TELL ME YOU GOT THE MONKEYS REFERENCE!

3

Myopia Treatments

- **Myopia Correction:** traditional approach to prescribing SV correction for refractive error
- **Myopia Control:** Treatment modalities/intervention (optical or pharmaceutical) with proven efficacy aimed at slowing myopia progression
- **Myopia Management:** employment of a broad range of strategies aimed at slowing progression AND addressing overall impact on visual health and quality of life. Includes behavioral and environmental modifications



4

**1.
Our greatest challenge
around Myopia is not
our treatments, but the
refusal to call it a
disease**

5

MYOPIA



**A progressive
disease that causes
eyeball growth.**

Which results in:
Higher Disease Risks
Blurry Vision
&
Changing Prescriptions

6

Each additional 1 D of myopia is associated with a 58%, 20%, 21%, and 30% increase in the risk of myopic maculopathy, open-angle glaucoma, posterior subcapsular cataract, and retinal detachment

Bullimore and Brennan

7

"Failure to properly value your services will result in a failure to be excited about your solutions."

- Myopia Management**
 - Global All Inclusive
 - Lens, frame + Fitting
 - Follow Ups
- "Treatment" Costs**
 - À la carte
 - Lens, frame Costs
 - Fitting Cost
 - Follow Ups
- Subscription Model**
 - Pay Monthly

Dwight Akerman

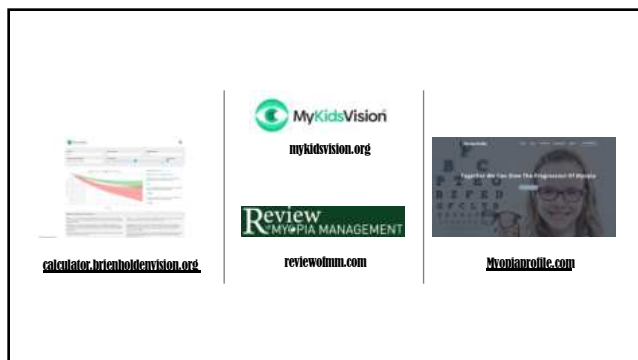
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Bring em Back!

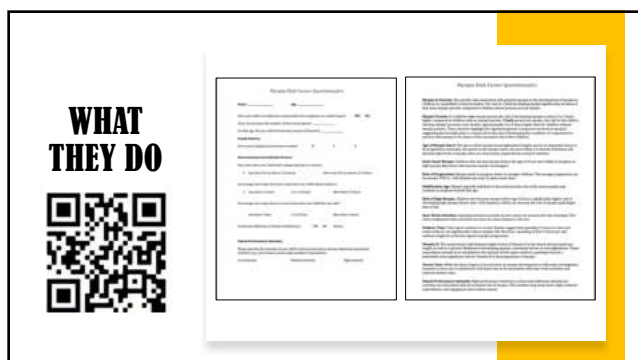
Always do a consult

Provide Education Resources (before and after)

9



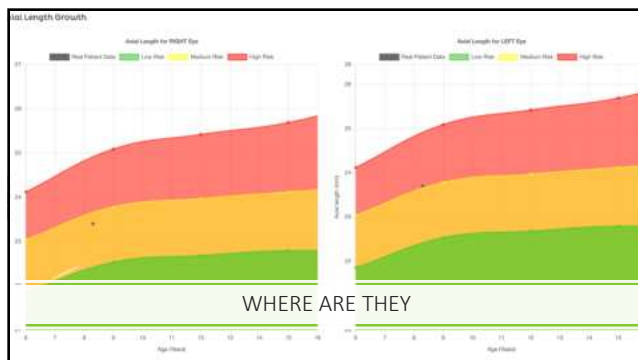
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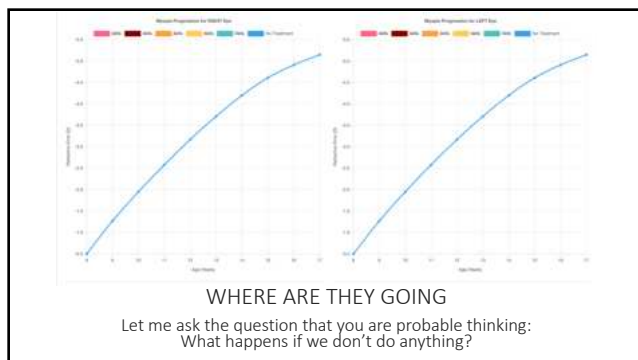
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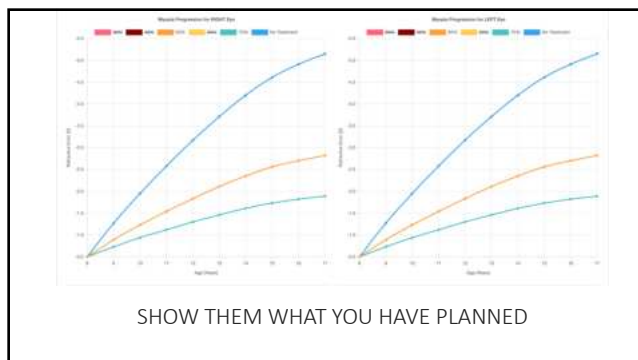
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14



15



16



GET THE "SALE" AT ALL COSTS

- Bring them into the conversations
- Get agreement on things
- "There is something we need to focus on based on the data"
- "What questions do you have about the data?"
- Do **NOT** present every option
 - Give a prescription and tell them why
- Two questions:
 - 1. Do you want to start slowing it down now?
 - 2. Do you want to see how fast it **WILL** progress?
- Bring in Coordinator
 - 1. Present Costs
 - 2. Give them handouts
 - 3. Get them scheduled (Dispense, treatment follow up, Axial Check)
 - 4. Follow Up

17



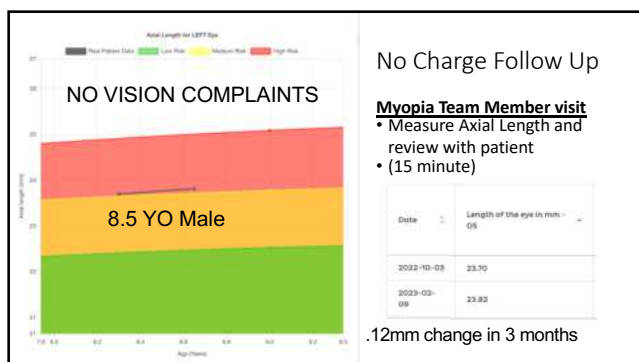
NO TREATMENT

- PROVIDE EDUCATION RESOURCES
- 3-day call to answer questions
- 1-Week Check in (Schedule)
- 1-Month Check-in (Schedule)
- 3-Month Check-in (Schedule) (REPEAT!!)
- #1 GOAL Get a 3 month follow up routine
- #2 GOAL share that you care
 - Additional resources, recommendations (keep glasses updated, get 2 hours of outside time, reduce screen time)

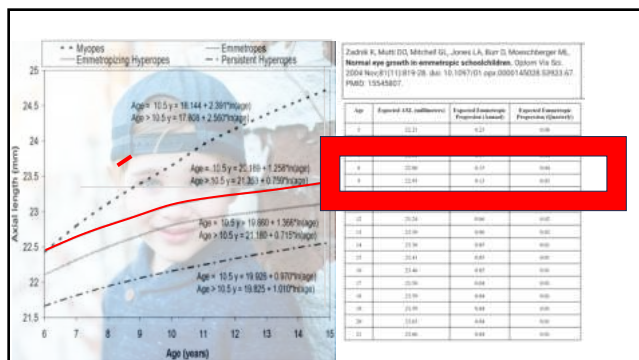
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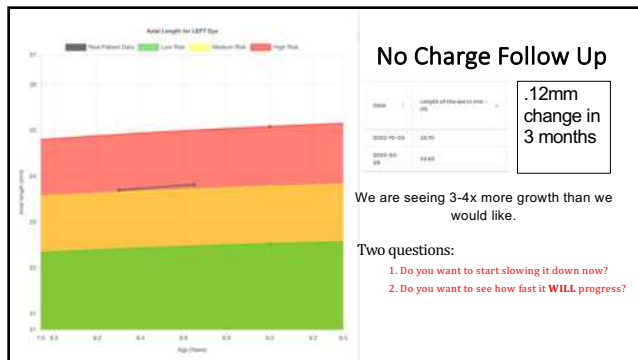
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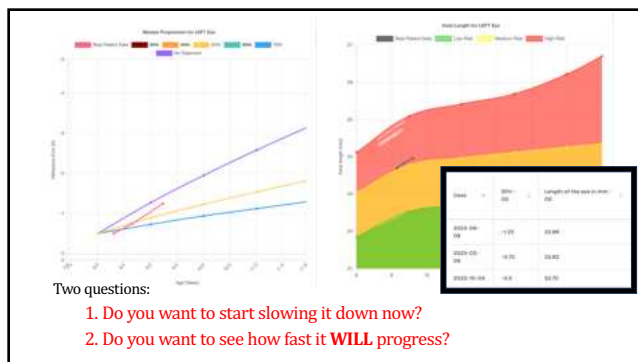
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21




22



23

WHAT IF THEY REALLY CAN NOT PAY?....

- Monthly Payments
- Scholarship Fund
- Give it away



24

**Making Myopia
Management
Mainstream
No Child Left Behind**

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