

**Vision Expos West 2024 & Vision Expos East 2024
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Blueprint for Success: Starting a Specialty Contact Lens Practice

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1 hour
OD Education
Course Category – Contact Lenses/Practice Management

Course Description

Specialty contact lenses provide an opportunity to improve the lives of patients that benefit them. This course is intended to be the trajectory to help chart a course of starting a specialty contact lens practice.

Course Objectives

- 1) Understand the conditions that require specialty lenses
- 2) Discuss the lens options available and how they will be positioned with various conditions
- 3) Understand how to choose a lens and lab partner
- 4) Discuss preparing the practice for active incorporation of embracing specialty lenses
- 5) How to prepare your staff for the addition of a new specialty

Course Outline

- 1) Who can benefit from specialty lenses?
 - a. Irregular corneas
 - i. Keratoconus
 - ii. Pellucid marginal degeneration
 - iii. Scarred cornea

- iv. Penetrating keratoplasty
 - v. Epithelial basement membrane dystrophy
 - vi. High astigmatic patients
 - vii. Trauma induced
 - b. Severe compromised cornea
 - i. Severe dry eye
 - ii. Graft versus host cornea
 - iii. Sjogren's
 - c. Progressing myopia
 - d. Myopia and astigmatism
 - i. High refractive correction
 - ii. Those looking for alternatives to traditional lenses
 - e. Presbyopes
 - f. Patients wanting enhanced vision
 - i. Scleral lenses
 - ii. Higher Order Aberration correction
- 2) What lens options are available?
- a. Scleral lenses
 - i. Intricacies of the fitting process
 - 1. Central corneal clearance
 - 2. Limbal clearance
 - 3. Landing zone
 - ii. Equipment that help you create a more accurate process
 - 1. Slit Lamps
 - 2. Optical coherence tomography (OCT) with anterior segment module
 - 3. Anterior segment photography
 - 4. Topography
 - a. Corneal and scleral
 - 5. Profilometry
 - b. Scleral topography
 - 6. Aberrometers
 - 7. Vital Dyes
 - iii. Diagnostic fitting sets
 - 1. How many do you need?
 - 2. How do you care for the diagnostic sets?
 - 3. Which labs to partner with
 - a. How to strategically work with them
 - b. What information do you need from the Lab
 - b. Corneal gas permeable lenses
 - i. Diagnostic or empirical fitting
 - ii. How to choose GPS over Scleral lenses
 - iii. How to overcome the awareness factor in GP lenses
 - iv. SV, Toric, Multifocal lenses

- c. Orthokeratology lenses
 - i. Diagnostic fitting
 - ii. Empirical fitting
 - iii. Technologies for fitting process
 - 1. Topography
 - 2. OCT with epithelial thickness capabilities
 - 3. Programs and calculators
 - d. Hybrid lenses
 - i. Empirical fitting process
 - ii. Diagnostic fitting process
 - iii. Best candidates
 - iv. Limitations
 - e. Multifocal lenses
 - i. Standard offering versus specialty options
 - ii. Soft
 - iii. GPs
 - iv. Hybrids
 - v. Custom Soft
 - vi. Scleral lenses
 - vii. Design options
 - 1. Translating
 - 2. Simultaneous
 - f. Specialty soft lenses
 - i. Extended parameters
 - ii. Diagnostic ordering
 - iii. Empirical ordering
- 3) Creating the specialty lens fitting process in your practice
- a. How will you identify patients?
 - b. Your patients vs those referred to you
 - c. How will you begin the fitting process?
 - i. Orthokeratology
 - 1. Will you proceed with measurements for fitting that day?
 - 2. Will you reschedule when lenses come for assessment and education on insertion and removal?
 - 3. Role of your staff in the fitting process
 - 4. Billing and coding
 - 5. Scheduling and timelines
 - 6. Patient education
 - 7. Patient Communication
 - ii. Scleral lenses
 - 1. When/how will the discussion occur?
 - 2. When will the fitting process occur?
 - 3. How will follow up visits look?
 - 4. What measurements will your technicians perform and when?

- a. Discuss potential options for flow through a practice
 - b. How to create a process in the office
 - 5. Billing and coding
 - 6. Scheduling and timelines
 - 7. Incorporating into your flow
 - 8. Patient education
 - 9. Patient Communication
 - d. Consider increasing professional referrals
 - i. Discuss with colleagues
 - ii. Discuss with surgeons in the region
 - iii. Other medical health care professionals
 - iv. Assure that you have acquired a certain level of proficiency before proceeding with referrals
 - e. Marketing
 - i. Website
 - ii. Social media
 - iii. Marketing company
 - iv. Internal marketing
- 4) The process of incorporating specialty lenses in the optometric practice
- a. The flow within the office
 - b. The role of your staff vs the doctors
 - c. Patient education
 - d. Patient communication
 - e. Understand who will pay for the lenses
 - i. What insurance plans are you a provider for?
 - ii. Vision benefits
 - 1. What are the policies involving specialty lenses
 - 2. What is your obligation as a provider
 - 3. Putting processes in place to support specialty lens care
 - iii. Medical insurers
 - 1. What are the policies involving specialty lenses
 - 2. What is your obligation as a provider
 - 3. Putting processes in place to support specialty lens care
 - f. Understand the fitting process
 - g. Make sure that all in the office are familiar with the process