

Roadmap to Success in Contact Lens Practice VEE 2022

Faculty: Shalu Pal, Milton Hom, David Kading

Moderator: Tom Quinn

INTRODUCTIONS

CONTACT LENS PRACTICE VS GENERAL PRACTICE: WHAT'S THE DIFFERENCE?

1. How is Contact Lens Practice different from General Practice?

ROLE OF STAFF

2. What role does staff play in your office?

OFFICE FLOW/SYSTEMS

3. Pre-Appointment Procedures

- a. Telephone vs text vs email

- b. Content?

- i. Insurance questions?

- ii. Current form(s) of correction?

- iii. Financial presentation?

4. What recommendations do you have regarding office flow in specialty practice?

- a. Fit new patients at VE or schedule back?

- b. Who brings up the topic of CLs? You, staff, patient?

5. Follow-up schedule

- a. Based on:

- i. Wearer experience

- ii. Risk of new design

- iii. Your comfort in managing the risk

- b. Phone f/u?

6. Other office systems specific to specialty CL practice? (eg. tracking special order lens returns for credit)

7. How do you manage CL Inventory?

- a. Disposable CL sets

- b. Specialty CL sets; disinfection?

- i. Soak in H₂O₂ then:
 1. GP: store dry
 2. Soft: store in MPS; change monthly

ROLE OF TECHNOLOGY

8. How do you employ technology in your office? Any "must have" pieces of equipment for specialty CL practice?

FEES IN SPECIALTY CL PRACTICE

9. How do you establish your fees?
 - a. New vs return patient?
 - b. Separate fee for CL services at a VE?
 - c. Services and materials grouped or separated?
 - d. Service agreements?
 - e. "Refreshing" your fees?
 - f. F/u appointments: per visit vs global
 - i. In person vs phone/text/email

CULTURE

10. How do you create a specialty CL care culture in your practice?

SALES AND PROMOTION

11. How do you promote annual supply sales?
12. Any coordination between CL sales and optical sales?
 - a. CL wear in Optical:
 - i. 20% increase in optical sales
 - ii. 2.5X more likely to be fit with CLs
 - iii. 3x more likely to schedule a CL fit
13. Do you utilize our industry friends? If so, how?
14. How do you promote your services?
15. You all have well established specialty practices. How do you continue to thrive?
16. Any final thoughts?