

# Videos for the Premium Practice

How Eyetube TV can make your business better.

**BY RICHARD M. AWDEH, MD, AND WILLIAM B. TRATTLER, MD**

This month's column focuses on methods to further develop a premium practice. While some of the Eyetube TV videos featured here focus on premium IOL strategies, others discuss the integration of aesthetic services and optometrists into your practice. Finally, Eyetube TV pushes the envelope with one video that encourages you to perform hearing screenings in your office. We will let you judge whether any of these options can have a positive impact in your practice.

## MONOVISION VERSUS PREMIUM IOLs

John Sheppard, MD, Terry Kim, MD, and others discuss the benefits of monovision versus premium IOLs, including near focal points, glare and halo, neural adaptation, image quality, and contrast sensitivity resulting from the two different strategies. Dr. Sheppard argues that the optics of a monovision lens remain superior to those of the current-generation multifocal IOLs. Dr. Kim emphasizes the importance of patient selection as a primary driver for selecting an IOL (<http://eyetube.net/tv/video.asp?gimenu>).

## OUTLOOK ON MULTIFOCAL IOLs

Eric D. Donnenfeld, MD, expresses his excitement to be a cataract surgeon in 2010 due to the range of high-quality IOLs with superior optics that ophthalmologists have in their armamentarium. Because he likes to have happy patients, he gives all premium IOL patients a premium workup, during which he scrutinizes every part of the ophthalmic examination, from the ocular tear film and surface all the way back to the retina. Dr. Donnenfeld also emphasizes the importance of building a rapport and being communicative with patients (Figure 1) (<http://eyetube.net/videos/default.asp?besohi>).

## PREMIUM THERAPEUTICS

Along with Marguerite McDonald, MD, we comment on the role of premium therapeutics in the perioperative period for cataract surgery. Premium IOL patients expect



Figure 1. Dr. Donnenfeld discusses his outlook on multifocal IOLs.



Figure 2. Dr. Cunningham discusses the role optometrists play in comanaging surgical patients.

premium results, which in part involves addressing the ocular surface and tear film preoperatively and minimizing inflammation postoperatively. Dr. Trattler comments on the use of difluprednate to minimize postoperative inflammation and reduce postoperative corneal swelling (<http://eyetube.net/videos/default.asp?Stogev>).

## INCREASING REVENUE WITH ANCILLARY SERVICES

Considering that many patients experience dual sensory loss, Ron Greenberg of EyeCanHear (Sarasota, FL) discusses why adding ancillary services, such as hearing screenings, is beneficial to your practice and can cut Medicare costs

(<http://eyetube.net/videos/default.asp?zoowat>). In another segment, Dr. McDonald explains how adding high-quality aesthetic components is a critical practice builder (<http://eyetube.net/videos/default.asp?gookoz>).

A few videos focus on the integration of optometrists in an ophthalmic practice to enhance revenue streams. Derrick Cunningham, OD, the director of optometry at Dell Laser Consultants in Austin, Texas, discusses the role optometrists play in comanaging surgical patients. He emphasizes that 70% of all primary ophthalmic care in the United States is delivered by optometrists (Figure 2) (<http://eyetube.net/videos/default.asp?Gefupi>). Marc Bloomenstein, OD, of Scottsdale, Arizona, echoes these sentiments in his video. He adds that the role of optometrists is growing, because they currently outnumber ophthalmologists three to one (<http://eyetube.net/videos/default.asp?sehebi>).

Finally, Cristina Boggiano, founder of The Ophthalmic Associates in Boca Raton, Florida, describes techniques to organically grow practice revenue and use optometrists in a practice, particularly for the vertical integration of new services, including contact lenses and low-vision aids (<http://eyetube.net/videos/default.asp?Zokulo>).

**CONCLUSION**

Eyetube TV is a unique vehicle that allows leaders (in practice and in industry ) to share pearls and recommendations on how to enhance your practice. Although we have shared a few impactful Eyetube TV segments, there are many more interesting as well as humorous episodes available for all eye care professionals. ■

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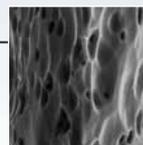
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