

SAY ANYTHING

DO YOU OFFER AESTHETIC SERVICES IN YOUR PRACTICE? IF NOT, WHAT IS HOLDING YOU BACK? IF YOU DO OFFER AESTHETIC SERVICES, WHAT IMPACT HAS IT HAD ON YOUR BOTTOM LINE?

DIGITAL EXCLUSIVE



BRETT KOTLUS, MD, FACS

■ Cosmetic oculoplastic surgeon,
New York

“ The majority (99%) of my practice is elective aesthetics. My focus on this aspect of oculoplastic surgery started during fellowship. A side benefit is that I can sidestep much of the logistical problems in dealing with insurance carriers that seem to increasingly create communication and billing obstacles for small practices.”



FARRELL C. "TOBY" TYSON, MD, FACS

■ Medical Director, Tyson Eye,
Cape Coral, Florida

“ We do not offer aesthetics. It is a distraction from our core business of cataract surgery. The resources required to develop a successful aesthetics practice would not generate a higher return on investment than marketing premium cataract surgery.”



EHSAN SADRI, MD, FACS

■ Visionary Eye Institute,
Newport Beach, California

“ We offer aesthetic services and are excited about the offerings. Our patients often come to us for their vision needs, but many times we do not look for their other needs, specifically in aesthetics.

We have always offered blepharoplasty and most recently have added onabotulinumtoxinA injection (Botox Cosmetic, Allergan) and fillers to our repertoire of offerings. These are great because many of our patients are already seeking this treatment somewhere else, and we are happy to provide them with the best choices and options.”



DENISE M. VISCO, MD, MBA

■ Medical Director, Eyes of York,
York, Pennsylvania

“ I have offered refractive services for more than 25 years in the form of laser vision correction and refractive cataract surgery. I did not add aesthetic services such as botulinum toxin injection, fillers, or cosmetic lasers. I did not feel these were a natural extension of the general and refractive eye care we provide. Furthermore, to add these aesthetic service lines would have required recruitment of a provider, investment in the technology, and investment in new processes. Ultimately, the refractive service has kept me personally busy and happy enough, and, over the long haul, I have been more interested in chasing newer refractive options than adding aesthetic lines.” ■