

A Picture's Worth a Thousand Words — and Higher IOL Conversions

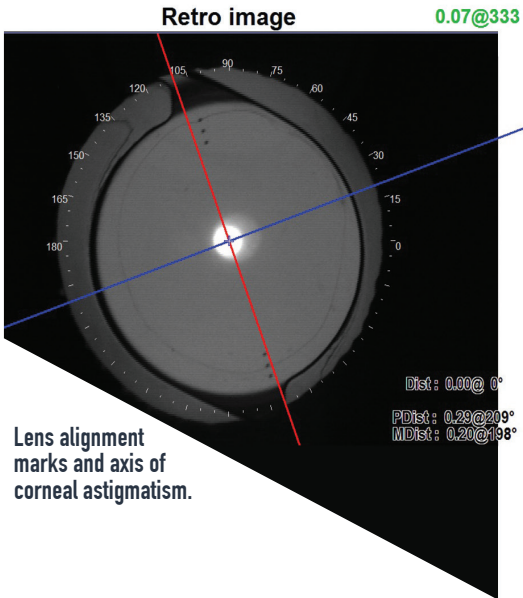
Marco's technology helps foster patient understanding



The Key Whitman Eye Center is a large group practice with six locations serving the Dallas Metroplex area. Our success is largely due to our capabilities in the area of patient education. Abstract concepts, such as corneal versus lenticular astigmatism, corneal versus lenticular aberrations, and alignment of the toric lens with the corneal cylinder, can be notoriously difficult to explain to patients. Fortunately, today's ophthalmic technology is making our jobs much easier — with results that often extend to our bottom line.

Improving Efficiency

We use the OPD-Scan III digital wavefront aberrometer at three of our locations; in our Plano, Texas, location, we work up most cataract patients in our EPIC-5100 rooms so we can obtain a scan on the OPD-Scan III, an integrated Epic refraction, and perform a glare test. The glare test is great for patient education because we can show patients how much their cataracts affect their vision in bright-lighting situations. This helps them recognize the impairment they may experience while driving at night and makes it



Lens alignment marks and axis of corneal astigmatism.

down into their corneal versus lenticular astigmatism. This Toric Lens Simulations Map is great for explaining why patients may benefit from a toric lens implant. Additionally, if post-op toric lens patients still have cylinder on their refraction, we always run a scan to determine from where the cylinder is originating. We can show patients the alignment marks on the lens, along with the axis of their corneal astigmatism. As they say, a picture is worth a thousand words, and patients instantly understand the issues when they see their scans.

The OPD-Scan III also provides valuable aberrometry information. We can show multifocal patients the aberrations that are coming from their cataract versus aberrations that come from their cornea. The ability to help us screen patients for candidacy using the OPD-Scan III aberration profile for multifocal IOLs has led to better outcomes and happier patients. Indeed, I cannot overstate how much the ability to show patients a picture versus explaining abstract concepts has helped our practice achieve outstanding results.

Better Patient Understanding

Patients might know their vision is impaired by cataracts, but seeing objective data verifies their subjective complaints. They're often more motivated to explore surgical correction and more receptive to learning about the various advanced technology lenses. When patients understand why we're recommending a certain lens implant, they're more likely to invest the resources to get it. The OPD-Scan III and compact EPIC-5100 workstation have

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Our conversions to premium IOLs have definitely increased due to our improved education efforts; this has led to an increase in patient satisfaction, more referrals from happy patients and, ultimately, to an increase in our practice revenues.

INTEGRATED

A patient is shown scans taken on the OPD-Scan III wavefront aberrometer that support IOL recommendations.



easier for us to explain the need for an IOL implant. The combination of the OPD-Scan III and EPIC-5100 provides an efficient cataract surgery workup station. We can perform several tests in the same room with the same technician and in much less time than we previously did, all of which leads to better patient flow.

Valuable Information

The OPD-Scan III supplies important data that help us determine each patient's candidacy for standard and multifocal lens implants. We can show patients their level of astigmatism and break it



EPIC-5100 refractive workstation with integrated OPD-Scan III

Faisal Haq, MD



is an ophthalmologist with Key Whitman Eye Center in Plano, Texas, which specializes in cataract and refractive surgery.

