

With Marco, You're Guaranteed to Succeed

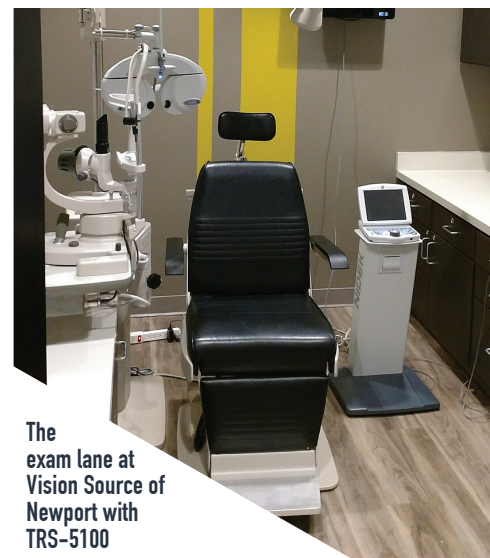
Marco's OPD-Scan III and TRS-5100 improve efficiency and profitability

Our 67-year-old Tennessee practice, Vision Source of Newport, recently opened a 9,500-square-foot facility, operating with three physicians and 18 staff members. We see roughly 350 patients each week, and we're well on our way toward reaching our goal of becoming a \$2 million practice. For the past 5 years, we've been using an OPD-Scan III integrated aberrometer and three TRS-5100 digital refractors in our office. Both have greatly contributed to our success.

Easier on Patients and Optometrists

As an optometrist, what's good for my patients is also good for me. I can hit two buttons on the TRS-5100 and seamlessly compare their current refraction to their previous prescription. It makes it much easier to show the patient the difference, which increases Rx satisfaction and eyewear sales. In particular, the "night vision" refraction feature is helpful; I always perform this test on patients who complain that they just can't see well at night. With only one machine, the OPD-Scan III, we can measure

higher-order aberrations, detect corneal dystrophies and degenerations, show patients their cataracts, use images to explain why they're having trouble seeing at night — and even find a floater. Also, the ability to measure phorias and tropias (both horizontal and vertical) in 0.1 steps using the TRS-5100 system helps uncover problems that manual refraction cannot catch. It is amazing how a vertical heterophoria even as low as 0.5 diopters can cause severe issues, especially in children and others still in school. I prescribe eyeglasses for these patients and refer them to our vision therapy specialist. This technology truly sets us apart from other offices.



The exam lane at Vision Source of Newport with TRS-5100

Increased Efficiency

As someone who travels and lectures throughout the United States, being efficient in the office means a great deal to me. Between working with the OPD-Scan III and the TRS-5100, I simply don't have the words to describe how much efficiency has improved since we implemented these two technologies. Instead, I'll let the numbers do the talking: Before I began using the Marco technologies, I was averaging collections of \$3,400 per day. Now, with the OPD-Scan III and TRS-5100, I average \$4,500 per day (>32% increase). Utilizing scribes and the Marco technology has resulted in \$200,000 more in revenue per year than we were achieving with manual equipment and without a scribe. This does not take into account additional savings from avoiding lens remakes, or the value of patient retention.

Training and Customer Service

One significant perk of purchasing Marco's technology is that the company can train several members of your team at their Technology Vision Institute, in Jacksonville, FL., by teaching staff how to use the products and about the refraction process, various optometric terms, visual issues, and eyeglass prescription terms (phorias, vergences, binocular testing, etc). Marco also makes online courses available 24/7 to you and your staff.

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— Kurt Steele, OD

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In summary, Marco's OPD-Scan III and integrated TRS-5100 provide an amazing array of diagnostic testing that a regular autorefractor does not. They make the patient's experience easy and enjoyable. The improved efficiency has led to greater profitability, all while delivering educational and emotional "wow" factor for patients. With all this, your practice is guaranteed to succeed.

CONNECTED

Inside shot of Vision Source of Newport's optical center



Kurt Steele, OD



is an optometrist with Vision Source of Newport in Newport, TN.



The OPD-Scan III Wavefront Aberrometer

