

# Explaining Ocular Surface Health to Patients

OPD-Scan III shows the way to higher conversion rates by providing data in simple terms

At Advanced Eye Care, we provide full spectrum ophthalmic diagnostics and treatment services. We specialize in the detection and treatment of many eye disorders, including cataracts, glaucoma, macular degeneration, and ocular surface disease (OSD). Simply telling patients what they have and what we can do to correct it doesn't always work to get them on board with our recommended treatment. In our experience, we've found that actually showing patients — in terms that they can see and understand — is often much more effective. This is where Marco's technology comes in.

## Simple Yet Effective

I recall treating a patient who I had not seen in quite some time. Over the years, he had developed significant myopia and astigmatism, and his topography indicated the appearance of keratoconus. Initially, I thought, "How am I going to explain to him what keratoconus is, and what can he expect moving forward?"

Using Marco's OPD-Scan III wavefront aberrrometer, I looked at the placido rings, and the results indicated that I would need to treat him aggressively for his OSD. I tracked the changes in his topography over time and was able to



OPD-Scan images networked into exam lanes for patient education

one for the doctor. The OPD-Scan III sends images and data to the second monitor in each lane, and we also use it to analyze the data and educate patients about treatments for various eye disorders.

Needless to say, the OPD-Scan III has been a tremendous asset to improve our practice's patient education capabilities, and, ultimately, to boost our conversion rates for laser-assisted cataract surgery and advanced technology lenses.

## Customizable to My Needs

The OPD-Scan III's screens can be customized for many types of analysis. For example, I have a cataract evaluation screen that allows me to quickly evaluate topography, angle kappa, photopic and scotopic pupil size, higher-order aberrations, and placido rings. I use this information with almost every patient to identify those who may be appropriate candidates for intraocular lenses. Working from this screen, I can quickly educate patients on their respective conditions as well as my recommended care plans.

## An Invaluable Tool

The ability to show patients the placido rings is especially helpful when attempting to explain the impact of OSD on their vision, the ability to finalize a refraction, or determining the appropriate intraocular lens. I've found that patients who are able to visualize their problems are much more likely to comply with therapy.

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— Lisa Feulner, MD, PhD

Additionally, I can monitor changes in the ocular surface as the treatment takes effect and reinforce their progress by showing them the improvement in their measurements and placido rings composition.

When it comes to the OPD-Scan III and conversion rates, it's cliché to say, but it's no less true: A picture really is worth a thousand words.

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show him the improvement to the ocular surface. This is the kind of positive difference a technology such as the OPD-Scan III can make, because patients appreciate being able to see firsthand — and understand — the changes in their ocular surface health.

## Technology That Is Essential to My Practice

I bought my first OPD-Scan III in 2012; the longer I own it, the more it becomes a workhorse that is critical to the success of my practice. I now have 14 lanes in my main office and the technology is networked into every lane, each of which has two monitors, one for the scribe and

Integrated wavefront refraction workups

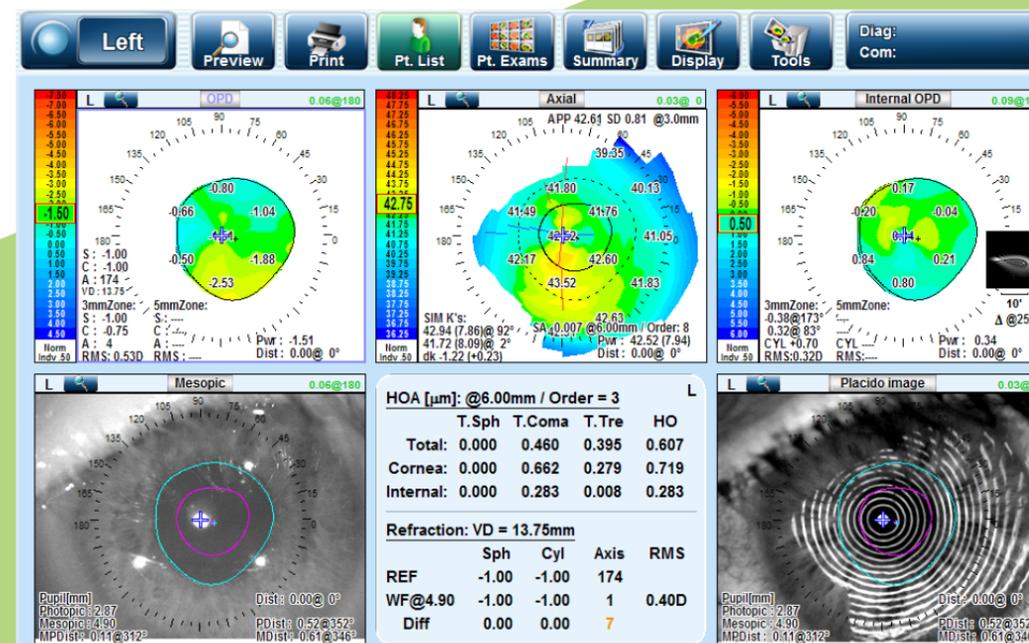


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Patient OPD-Scan III customized map images



Integrated wavefront aberrometry and corneal analysis

