

W^O
WOMEN IN OPTOMETRY®
DEDICATED TO THE INTERESTS
OF WOMEN ODs

Twists & Turns

Doctors open career doors by choice and by chance



Dr. Lindsay Wright



Dr. Bridgitte Shen Lee



Dr. Pia Hoenig



Dr. Denice Rice-Kelly



SUPPLEMENT TO
REVIEW®
OF OPTOMETRY

Refraction



EFFICIENCIES

Based on your objectives, harness your newfound efficiencies to: schedule more exams daily, spend more quality face-time with each patient, explain other available services, shift more time into fittings and optical, or simply to return sanity to office staff. Greatest efficiencies and best patient experience coexist in thousands of Marco practices.



TRS-5100
Total Refraction Systems

VEE | MS6703



Designed and Manufactured by NIDEK - Represented by Marco
800-874-5274 • marco.com

New Office Provides Lots of Opportunities to Wow Patients

Don't overlook the refraction process when incorporating the latest technology and products

Even before **Laurie Sorrenson, OD, FAAO**, of Austin, Texas, had finished designing her expanded Lakeline Vision Source® practice, she already knew that she wanted to add Marco TRS-5100 systems to her four new exam lanes. As her old lensmeter and



Dr. Sorrenson

before—the practice has 10 exam lanes rather than four. The equipment from six original lanes was moved to the new locations, and a TRS-5100 system was installed in each of the four additional lanes. Four ODs work at a

time, so each has access to one lane with the TRS system in it. “I wish we had more,” says Dr. Sorrenson. The benefits range from a patient wow factor, speed and ergonomic ease.

“I wanted a high-tech patient experience throughout the office. The old manual phoropters have not changed in decades, so the TRS system is something patients notice,” she says. It’s an easy and stress-free refraction for patients, leaving her more time to talk about solutions for their vision correction needs or ocular health issues.

“Having the TRS makes it fun for me because it’s different. I love that neither I nor my staff have to input any data. I’m not entering 20 keystrokes with my back turned to the patient because it’s all imported with the click of a button, and it’s accurate,” she says.

Dr. Sorrenson says that after a short time, she realized that her refractions were going faster. “I can spend more time talking to patients about the importance of buying multiple

No More Shoulder Pain

Dr. Laurie Sorrenson finds that she needs to stand when she is doing most of her refractions using a manual phoropter. “If I sit and try to manipulate the dials, it hurts my shoulder. But I hate to have to stand,” she says. That’s another reason she likes her TRS-5100 system so much. “The ergonomics are super nice. I can sit with the controls right in my lap.” **WO**

pairs of eyewear or upgraded ophthalmic lenses or treatments,” she says.

With the TRS, she can show patients the difference between their old eyewear and the new prescription with a simple toggle between the two. “It is fast and easy,” she says. Dr. Sorrenson suggests, “Instead of saying this is your current eyewear and here’s the new one, we ask, ‘Which is better, 1 or 2?’ The first is the old eyewear and the second is the new prescription.” It’s a handy way to let the patient make a final subjective determination.

Dr. Sorrenson says that she has plans to add TRS systems to at least four of the other exam lanes. Until then, she will begin to upgrade to the Marco video screens and digital charts in all exam rooms soon. “It’s such great visual acuity software, and patients like it so much better,” she says. **WO**



Dr. Sorrenson finds that she can complete refractions quickly, correctly and comfortably.

topographer needed replacing, she selected a Marco lensmeter and the OPD-Scan III so that when she was able to add the TRS systems, the equipment would all be integrated.

In April 2015, she, with her five associates and about two dozen staff, moved into the larger practice. Along with a lot more space—8,300 square feet now compared to 6,000 square feet

Calculate Your ROI

Many ODs have reported to Marco that they are able to save about four minutes per patient exam with the fast and accurate XFRACTIONSM process. For a typical practice that sees 16 patients a day, that would be a savings of 64 minutes per day or 320 minutes, or 5.3 hours, in a five-day workweek.

On a monthly basis, that means a savings of about 21 hours—which is more than two days per month. Using the initial assumption that a practice sees 16 patients a day, reclaiming 2.5 days per month means finding room in your existing schedule for an added 40 patients per month—without adding any time to your or your employees’ days. **WO**



Marco XFRACTIONSM system includes an OPD-Scan III and the TRS-5100 autorefraction system.