



# MARCO CONTINUES TO PARTNER WITH OPTOMETRY

SETTING HIGHER STANDARDS FOR DIAGNOSTIC UNDERSTANDING, EFFICIENT TESTING, PATIENT SATISFACTION AND PRACTICE GROWTH



**Michael Crocetta**  
Vice President  
of Marketing  
Marco

**T**ODAY, OUR INDUSTRY FACES many challenges that impact EyeCare practices, the professionals that staff them, as well as the patients who depend upon them to deliver best eye care standards. One of the greatest hurdles that all parties face within the practice is the traditional compromise between quantity, quality, and cost- the value proposition. Minimizing this compromise lies at the core of meeting all needs and creating healthy, thriving practices.

- Doctors need to obtain as much relevant data as possible ...as quickly and economically as possible...to establish clear and realistic patient expectations, yield best diagnostic discernment, achieve superior treatment outcomes, satisfy patients, and realize critical ROI and profitability.
- Practice staff members are tasked with increasing daily patient throughput... while providing reliable test methodologies, meaningful patient education, and enhanced workflow productivity- all in a high-tech environment with more engaged and satisfied patients.
- Patients expect a shorter office visit that still fulfills a greater need to understand their experience, more face time with the physician, and superior optical results that enhance the quality of their lifestyle. Office visits that run efficiently, respect the patients' time and schedule.

At Marco, we know that the correct combination of technology and process implementation can create a paradigm shift within the practice- redefining the traditional value proposition and creating a new template-standard for technology adoption within our industry.

Time is the hinge pin within each practice. A new generation of Marco technology integration recaptures this precious commodity and allows each practice to choose how to reinvest 'time' for the greatest gain.

## CONSIDER A NEW MODEL:

Imagine the ability to harvest far more precise data, in significantly less time than a traditional manual refraction. Further, to combine a more comprehensive understanding of each patient's optical system with superior patient experiences and practice profitability.

By linking Optical Path Diagnostics with Wavefront Optimized Refractions, all these objectives can be met... and the traditional value proposition is redefined. Marco calls this new, integrated, and game changing refractive process, XFRACTION.<sup>SM</sup>

**XFRACTION<sup>SM</sup>** is an industry shaping process that optimizes refraction (and all the downstream benefits of enhanced refractive diagnostics), with the addition of the most advanced wavefront technology available. At its core, XFRACTION provides the most comprehensive picture of the total visual system (in a fraction of the time), and a rapid diagnostic triage process for physicians.

**The OPD-Scan III** wavefront technology utilizes more than 2500 measurements to chart aberrometry data throughout the optical path, across up to a 9.5mm diameter pupil, while corneal topography is defined by more than 11,000 data points. In 10 seconds per eye, the OPD-Scan III conducts over 20 diagnostic calculations and generates groundbreaking understanding of each patient's physiological optics. In addition, this multimodality instrument (combined autorefraction, keratometry, pupilometry, topography, and wavefront aberrometry), rapidly determines which patients will require simple refinements to achieve 20/20 vision, which will require a full refraction, which will not be able to be corrected to 20/20...and exactly why not. All this data is directly transferred to the automated refractor with no possibility of transcription errors. While

SPONSORED BY MARCO

the refractive starting point is automatically assigned, the XFRACTION process still hinges upon patient verification and professional validation of all Rx assessments. Patients also have both their day and night vision compared.

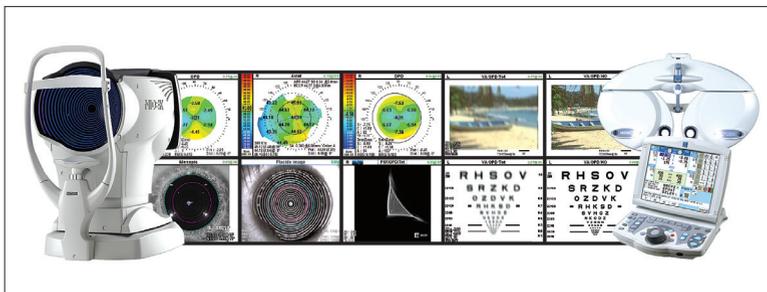
**The TRS-5100** is the digital refraction system that receives all data, including RMS values, from the OPD-Scan III and completes both WF and AR patient refractions in rapid order. No longer are patients required to endure the 'better one or two' test process- minimizing anxiety and guesswork. Patient expectations are clearly established and satisfaction is extremely high as they are able to immediately see the difference between their old and new Rx.

Although a tremendous amount of precise and relevant data is harvested in this combined XFRACTION process, up to 5-7 minutes can be saved per patient compared to traditional, manual refractions. This creates capacity for numerous additional exams each day. Patient flow, practice efficiency, and overall profits are all augmented. The patients' experience is also elevated, with more quality time spent in doctor consults, by delivering superior understanding and education using colorful and individualized display charts and maps. This time saved can translate into more optical time and 20-30% revenue gains for the practice (and better use of total visit time for the patient). From a competitive perspective, the high tech experience translates in stronger patient loyalty and referrals.

For the patient requiring cataract and/or refractive surgery, the diagnostic package includes critical metrics for angle kappa, spherical aberration, retro-illumination, and Placido-images which translates in superior outcomes with premium, multifocal, and toric IOLs. The OPD-Scan III is also essential in the assessment of the growing number of patients with prior refractive procedures.

#### **BEN GADDIE, OD**

With the OPD-Scan III and TRS-5100, I now have both the quality and quantity of refractive data to quickly and precisely generate the best optical endpoints and visual satisfaction. This provides a tremendous amount of hi-tech visual data. Compared to a traditional refraction, Wavefront Optimized Refraction (Marco's 'XFRACTION' process), represents a new age in digital refractions. Not only are there tremendous time savings from single button touch integration, this virtually eliminated the transcription errors caused by loading the phoropter manually from autorefractometer printouts. Time gained from the seamless accuracy and integrity of data recording allows me to spend more time discussing visual problems and solutions with patients.



Optical Path Diagnostics & Wavefront Optimized Refractions

#### **DORI CARLSON, OD**

I now know so much more about my patient's visual system as I walk into the lane- I know who's probably going to be able to see 20/20 and who will not. In 10 seconds per eye we collect data for many diagnostic metrics and complete the exam process a lot faster. And with the new time efficiencies, I can see more patients daily and still spend more time educating them.

And my staff embraced it rapidly...they took real pride in it... they were achieving such good refractions that we started to add more exams within 2 weeks.

Initially, we were wondering if this investment would be the right thing...now I can't say enough positive things about it. You know patients recognize the technology difference when they actually say 'WOW'!

#### **SCOT MORRIS, OD**

With practice growth we had to become more efficient, so we implemented the XFRACTION process. Little did we know it would impact all parts of the practice. As a clinician I demand good data and also wanted to bring a high-tech, high-touch experience to my patients...to achieve a higher quality experience.

Our multimodality wavefront refractions include autorefractometer, keratometry, pupilometry, corneal topography, and aberrometry, for comprehensive optical path diagnostics. And, talk about easy- with a single button touch, patients can instantly compare their old and new Rx- and immediately value the change in their vision... we call this the 'money button'. Manual refractions have transitioned to XFRACTION exams- more productive and efficient. The value of XFRACTION? It's changed every aspect of our practice.

**In 1967, Seymour Marco, OD, began a mission to propel the profession of Optometry with the best exam lane and diagnostic technologies available. David Marco enhanced that vision with groundbreaking automated refractive devices more than 20 years ago. Today Marco continues to shape the industry by redefining both the products and the process of refractive diagnostics.**

SPONSORED BY MARCO