

Three Keys to Success

OPD-Scan II, TRS-5100, and LM-1000 enable practices to thrive

As most optometrists know, time and data are everything in eye care these days. Quality time with patients can build loyalty and enhance the bottom line, while accurate data helps us diagnose conditions and meet regulatory requirements. My practice, Bussey Eye Care Center in Bartlesville, OK, employs 13 staff members, including myself and one other optometrist, where we see about 120 patients each week.

Unfortunately, data acquisition can be time-consuming. In recent years, we found ourselves spending more time gathering and entering data into the computer than interacting with our patients.

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Dr. Bussey in the optical area of her practice



Emily Bussey, OD



Dr. Bussey owns and operates the Bussey Eye Care Center in Bartlesville, OK.



The lobby of Bussey Eye Care Center

That all changed for the better when we acquired the OPD-Scan II wavefront aberrometer, TRS-5100 digital refractor, and LM-1000 autolensometer.

These three instruments, which we've been using for about 2 years, allow us to gather all the data we need faster and more efficiently than ever, while also enabling us to see more patients and spend more time with each of them.

Technology that Supports Efficiency

When I acquired the practice in 2010, we performed eight exams per day. We now perform an average of 17 exams per day, and we're booked out 4 months. In 8 years, the

practice has grown more than 500 percent from its original annual receipts in 2010.

Marco enables our practice to sustain that growth. Thanks to the OPD-Scan II and TRS-5100, I no longer have to stop and change the chart, stop and change the lights, stop and record visual acuities, stop and enter AR data, stop and enter the patient's final prescription, or even stop to double-check for errors. Virtually all of this now takes place in a fraction of the time it used to, and the data automatically transfers directly to our electronic health records system.

Indeed, it's no exaggeration to say that I can simply push one button on the TRS-5100 digital refractor, and all pretesting information — Ks, AR, VAs, and habitual Rx, along with my final refraction — gets collected in seconds. As a result, our number of exams per hour and our

capture rate have increased. By being able to fit in just three more patients a day (at an average of \$300 in revenue per exam), we have the potential to bring in an additional \$18,000 per month. Of course, these are averages, but the benefit of more exams per physician-hour is real.

Patients Appreciate the Productivity

Our patients also value the speed of the exam process. Many of our online reviews mention our technology. Just last week, while talking to a patient about her results, she said, "I love that you keep up with technology. I know that we're getting the best care!" Another patient said he appreciated how quick the lens changes are, which makes him less anxious, because he could never quite remember what the previous choice was with the old refractor — and that was a big deal to him.

Another important benefit of the autorefractor, for me specifically, has to do with the pain — or lack thereof — in using it. I have early onset arthritis and bone spurs in both shoulders. Before we acquired Marco's automated refractor, I could barely lift my arms by the end of the day. The TRS-5100's desk-based controls keep me in the correct ergonomic posture, which may literally save my career. My shoulders are no longer killing me.

Realizing all these benefits is gratifying, as I had originally chosen another company's products, mostly because they were less expensive. But the previous refractor was

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— Emily Bussey, OD

continually getting stuck mid-refraction, wouldn't integrate with my system, and just didn't perform as promised. In addition, the company's customer service was horrendous.

From the beginning, Marco's instruments have been extremely reliable; in the one instance we had trouble with networking, we experienced no downtime because Marco sent us another machine while its team resolved the problem. Marco's customer service is outstanding. In our fast-paced work environment, we must choose to work with companies that will show up and solve any problems.

Satisfying Results

With Marco's instruments, our refractions are going much faster and we're getting the data we need while also having more in-depth conversations with patients about their needs and visual demands.

This leads to us solving their vision problems quickly and efficiently, which builds strong relationships and trust. ●



The TRS-5100

