



WOMEN IN OPTOMETRY®

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OF WOMEN ODs

# Designing Women

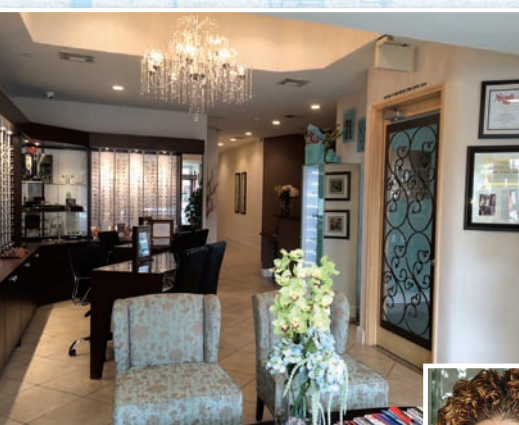
Doctors put a personal stamp  
on their practices



Dr. Olivia Carleo and Dr. Anita Carleo



Dr. Laura Rosanova-Philipp



Dr. Ani Halabi



Dr. Amanda Lee and  
Dr. Tammy Tully



Dr. Susan Reimbold

SUPPLEMENT TO  
**REVIEW**  
OF OPTOMETRY



# Automated Refraction System Accelerates Practice Growth



Marco  
TRS-5100

Since **Christine Bartoletti, OD**, purchased Vista Eye Care, a Vision Source® practice in Green Valley, Arizona, in 2007, she

has moved twice because the practice has simply outgrown its space. There are several factors that Dr. Bartoletti says have contributed to the growth that has fueled these expansions. In January, **Samantha Nogales, OD**, became a part-owner in the practice. There are four doctors, who together work the equivalent of three full-time ODs, while the practice is open 50 hours per week. There are always two ODs on, and on Fridays, three ODs are in at the same time. The practice flow system they use is that each doctor has three designated rooms, so with the most recent expansion, they can keep three doctors going at capacity as demand increases.

Five of the nine exam rooms have a TRS-5100, and a Marco autorefractor and autolensmeter are in the pretest room. The technician carries the data card from the pretest room and has the data loaded in the TRS-5100 when the doctor arrives. "Typically, two of us have two rooms with a TRS and one room that is used for workups or other procedures," she says. "Having the TRS system has cut down so much on the time required to enter data into the phoropter and into the electronic health record. It shortens the time doing the refraction, and the choices are easier for patients, who often get stressed about determining which is clearer." She says she estimates it has saved about four minutes per patient. With two doctors working

a full day, those minutes allow for extra exam slots each week.

"Best of all, at the end, with



Dr. Bartoletti

a push of a button, I can show the patient the comparison between the prescription they came in with and the one we've generated," she says. That process would take so long to do manually that, prior to having

the TRS system in the office, she might have made the determination that the change was small enough not to warrant new eyeglasses.

That process definitely helps sell eyeglasses, she says. With the most recent expansion, the practice now offers a dispensary with more than 1,000 frames on display. "Even for patients who have not had a change in the prescription, there's a good chance that most of them don't have all the eye-wear they need. So we promote primary pairs, sunglasses and computer glasses to all of our patients," she says.

Beyond patient satisfaction and increased profitability, there's a third benefit to the Marco TRS-5100 system, says Dr. Bartoletti. "Those systems have saved my back. Before I brought the Marco system, I was having back

## Built for the Long Term

The first time **Dr. Christine Bartoletti** moved practice locations, in 2009, she left a 2,000-square-foot location she had leased for the previous two years for a slightly larger 2,600-square-foot space that allowed a better flow. But within a few years, "we were bursting at the seams. So I started looking for some property to be able to build my own building," she recalls.

She and her husband, who manages the property now, located county records and began cold-calling landowners, asking if they wanted to sell. She got lucky, finding a space across the street from where her office was located. "We got some bids on building, and the prices were so high that we decided to build as large a building as we could and lease the additional space," she says. The result is a 12,653-square-foot building, of which her practice was slated to fill 4,500 square feet with six exam rooms and still allow room for seven other tenants. The practice moved in April 2013, and a year later, Dr. Bartoletti's office expanded into the 1,000-square-foot space next door, adding three more exam rooms as well as a reception area used by a visiting MD. **WO**

problems and seeing a chiropractor regularly. I was uncomfortable all the time," she recalls. The TRS console sits on a table near her chair, and making adjustments requires none of the repetitive motions of adjusting the phoropter. Now, her pain is gone. "For my younger doctors, they're never going to reach the point that I was approaching, where practicing was painful." **WO**

## An ROI Calculation

Four minutes saved per patient per day, in a practice that sees just 16 patients per day, frees up 64 minutes a day or 320 minutes—more than five hours over the course of a five-day workweek. Over the course of a month, that's 21 hours—or the equivalent of 2.5 days. That could add the potential of seeing an extra 40 patients per month.

An additional 40 patients a month, at a new net collection of an average \$400 per patient, would equal \$16,000 per month, or \$192,000 per year. That's the revenue side of the equation. There's also a savings side.

The average practice spends \$12,412 in remakes, just a little more than \$1,000 a month. Most of these are due to transcription errors, and those are virtually eliminated with the Marco TRS-5100. So the calculation needs to include the \$1,000 saved as \$1,000 earned. Top that off with the increased sales for existing patients in second-pair sales or upgraded products, and the benefits compound quickly. **WO**

### Here's the math:

4 minutes saved per patient X 16 patients per day  
= 64 minutes per day  
X 5 days = 320 minutes saved per week  
X 4 weeks = 21 hours (or equivalent of  
2.5 days saved per month)

21 hours (divided by) 30 minute exam slot =  
40 extra exam slots per month

40 extra exams X \$400 revenue per patient =  
\$16,000 additional revenue per month  
X 12 = \$192,000 additional revenue per year