

Staff Training for Specialty Lenses

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Objectives

- Importance of training your staff
- Communication
- Verbiage and terminology
- What can / should staff help with?
- Pearls for phone etiquette
- Pearls for staff training



Hooray! We Now Offer Specialty Contact Lenses!

Now what?

- **Get the word out!**
- **All patients**
- **Communication with staff**



Importance of Staff

- Specialty contact lenses are complex but AMAZING!
- Education of patients
 - Phone
 - In-office
 - After appointment follow ups
- Confidence in your office



Confidence In Your Office

- More staff knows = more patients trust you
- Patients recently diagnosed
 - Reassuring
 - Educating
- Patients previously diagnosed
 - Breadth of knowledge
- Guidance through YOUR process



Educating Your Staff

- Lens types
- Patient experience
- Ocular conditions
- Explanation sheet
 - Where on website to direct patients for more information
- Typical reimbursement amounts

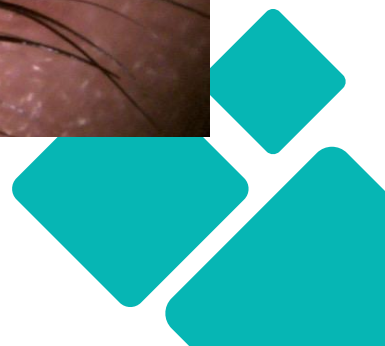
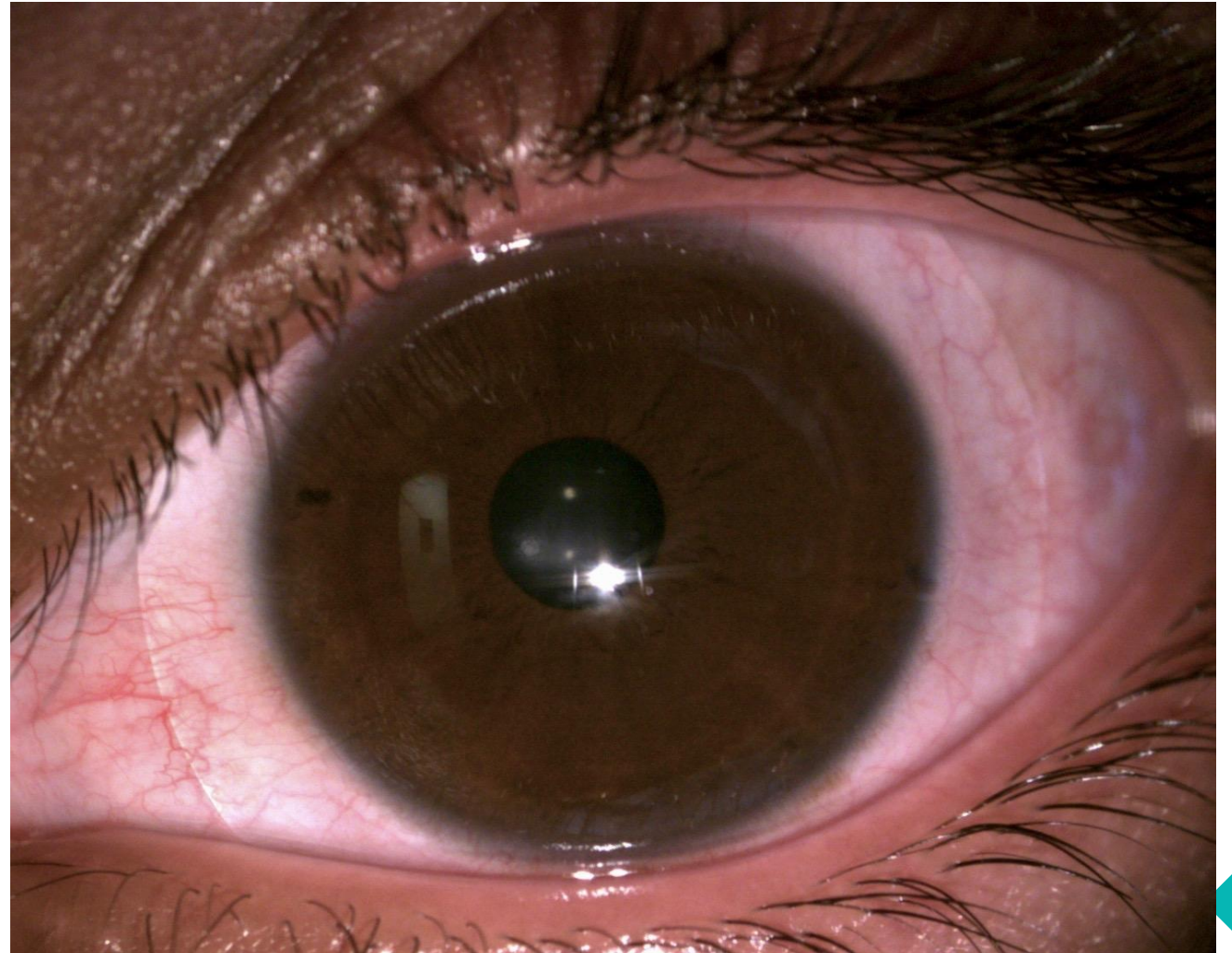




**Tip #1: Fit Your
Staff with
Specialty Contact
Lenses!**

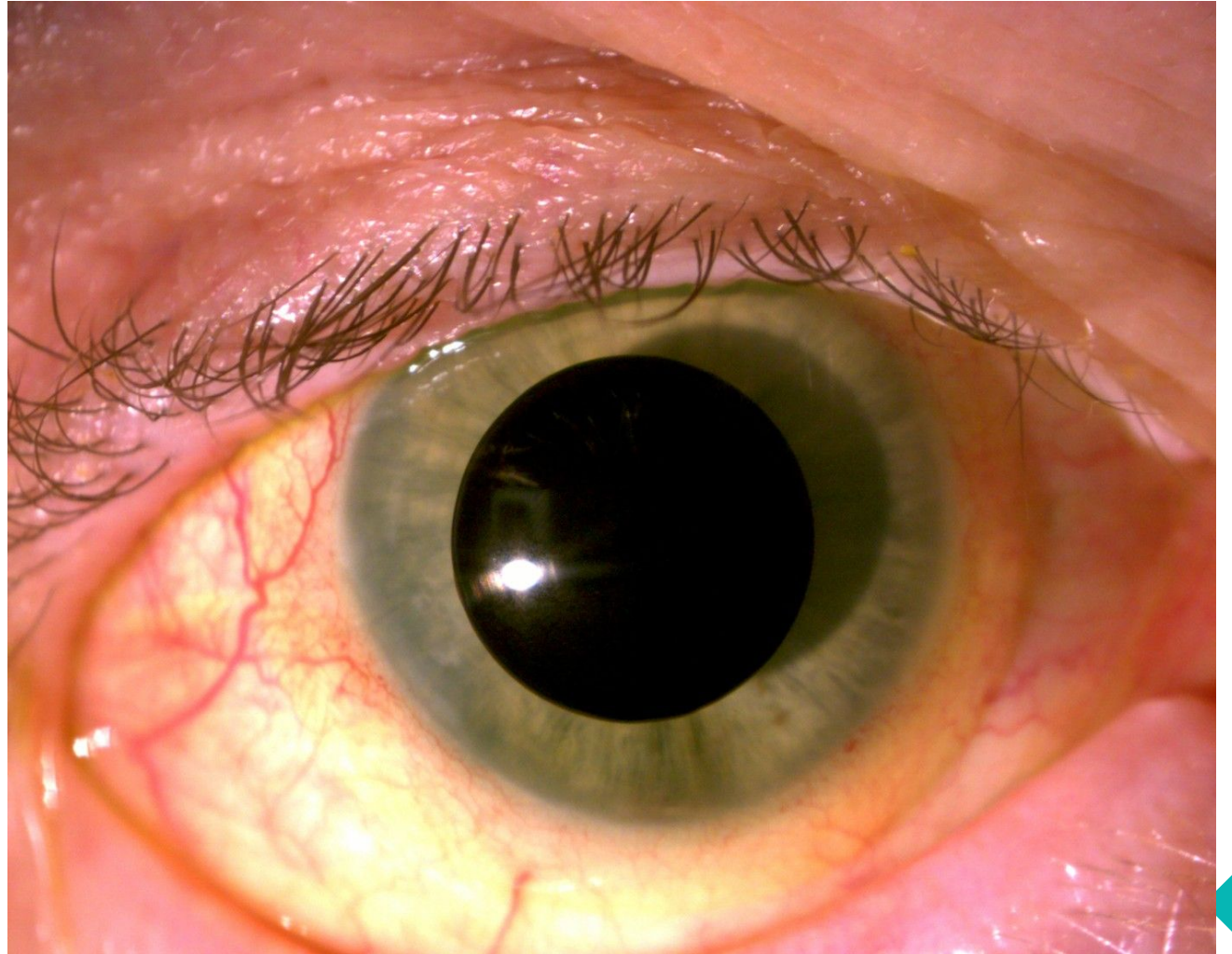
TIP #2: Create A Specialty Contact Lens Manual for Your Staff

- Explanations of all lens offerings
- Common conditions they will hear about
- How patients benefit
- Cost & what to expect



TIP #2: Create A Specialty Contact Lens Manual for Your Staff

- Give to ALL staff members
- Meeting



8.) Frequently Mentioned Conditions

- a. Keratoconus
 - i. Front part of the eye thins and bulges forward, creating an eye that cannot see well with glasses, is light sensitive, etc. Needs specialty contact lenses (RPG or Scleral Lenses or specialty soft lenses)
 - ii. Schedule for Specialty Contact Lens Consultation
- b. Radial Keratotomy
 - i. Popular pre-LASIK surgery in the 1990s where a doctor uses slits in the cornea to correct prescriptions. Now these patients cannot see well, can't wear regular contact lenses due to the flattening of their cornea, and have frequent fluctuating vision
 - ii. Scleral lenses generally recommended
 - iii. Schedule for Specialty Contact Lens Consultation
- c. Corneal scarring
 - i. Depending on where scarring is, vision can be improved with rigid contact lenses (RGP or scleral)
 - ii. Patient may feel self-conscious and want a colored, prosthetic option for eye to look more normal
 - iii. Schedule for Specialty Contact Lens Consultation
- d. Corneal transplants



10.) Contact lens designing software we have:

a. Wave Custom Contact Lens Design software

- i. This software integrates with the Pentacam and its Cornea Scleral Profile (CSP) technology and allows the Doctor to design highly customized “free-form” GP and scleral lenses. This provides additional comfort to the patient by not being limited to a certain number of curves on the lens.

b. ScanFitPRO Contact Lens Design software

- i. Integrating with the Pentacam, this lens is the newest from EyePrintPRO. It takes thousands of points along the cornea and sclera and designs a custom lens that mirrors the “lumps and bumps” on an eye. Reduced chair time, increased comfort and decentered (plus multifocal) optics are offered as well.

c. EyePrintPRO Mold/Impression Based Scleral Lenses

- i. Made out of a mold/impression of the eye. Most complex lens. Can incorporate 4.0 Diopters of prism in any direction (for double vision). Reduced chair time, increased comfort and decentered and multifocal optics offered. Good for patients who are unhappy with their current scleral lenses.



- c. Scleral lenses: X AMOUNT for the 3 month fitting process, all follow ups, and pair of lenses, varies with complexity of condition and complexity of lens
 - i. Larger hard contact lenses that correct vision
 - 1. Fill up with saline before placing on the eye
 - 2. Very comfortable
 - 3. Can correct extremely advanced eye conditions and extreme dryness
 - ii. Very customizable, many different curves, very advanced lenses
 - iii. My technology can create designs that use the exact scans of your eye to design a lens that fits well and improves vision (can be used for patients who have tried scleral lenses and failed)
 - iv. Larger investment due to complexity of lens design and increased amount of time spent with the patient
 - v. Rigid lenses are an investment: do not have to get a new lens unless your prescription changes drastically or the shape of the eye changes
 - vi. After initial fitting is finished, most patients see Dr. Morrison every 6 months (keratoconus, transplants), or every year for a contact lens check.

- d. Prosthetic contact lenses: X AMOUNT for one lens and fitting process (depends on complexity of case, hand painted lens or conventional lens) which we will discuss at appointment
 - i. Colored lenses that cover disfigurements or can “occlude” an eye or decrease light sensitivity
 - ii. Original appointment will be X|which can go towards the cost of their lens(es)



9.) Frequent Doctors Who Refer:

- a. Joshua Duncan, DO (ophthalmologist)
 - i. Horizon Eye Center
 - ii. Cornea specialist
 - iii. Refers for scleral lenses
- b. James Plotnik, MD (ophthalmologist)
 - i. Phoenix Children's Hospital
 - ii. Pediatric specialist
 - iii. Refers children/sometimes adults to try contact lenses (regular, astigmatism, myopia control, pediatric aphakia, double vision, etc)
 - iv. If patients saw him in the last year, they do not need dilations and appointments will be X|cost of lens fitting



TIP #2: Create A Specialty Contact Lens Manual for Your Staff

- Phone answering script
- Services offered
 - What to expect at appointment
- Approximate cost of appointment, professional service fees, lens cost, warranty, what insurance will/will not pay for.



Crucial First Step: Intake Phone Call

- Patient Needs
- Condition
- Referring Doctor
 - List of frequently referring Doctors
- History
 - Contact lens wear
 - Surgical history



Phone Call: Setting Expectations

- Length of Exam
- Images Taken
- Dilation vs No Dilation
- Discussion with Doctor
- Cost of Exam
 - What to expect
 - Ballpark cost of lenses and professional services



Phone Call:

Insurance Coverage / Self Pay / Alternative Financing Options

- Communication is key!
- Setting realistic expectations
- Setting up appointment
 - Who to refer to in certain situations
 - “We are always here for you”



Phone Call: Verbiage

- “Fitting Fee” versus “Professional Service Fee”
- “Consultation” versus “Exam”
- “Investment” versus “Expense”
- “Designing”, “Custom”



Communicating Value

- Share success stories with your staff!
- How the design process works
- How long lenses last



Staff During the Fitting Process

- Workup
- Imaging
- Which lens to choose
 - Sticky note on machine
- Inserting lenses
- Imaging with lenses on
 - Scleral lens design form
- Insertion & removal training

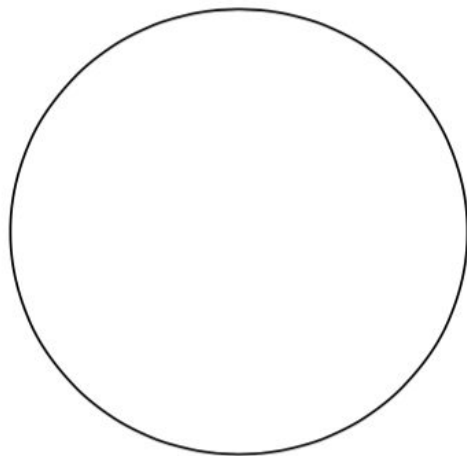
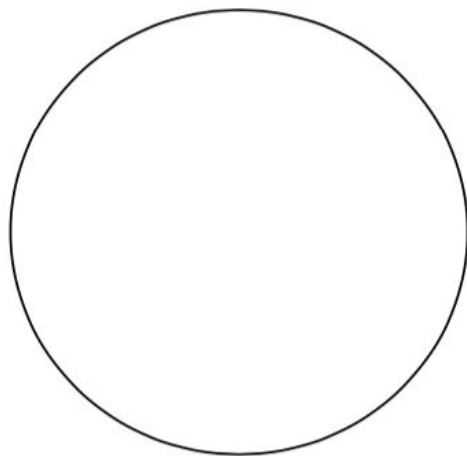


Patient Initials:

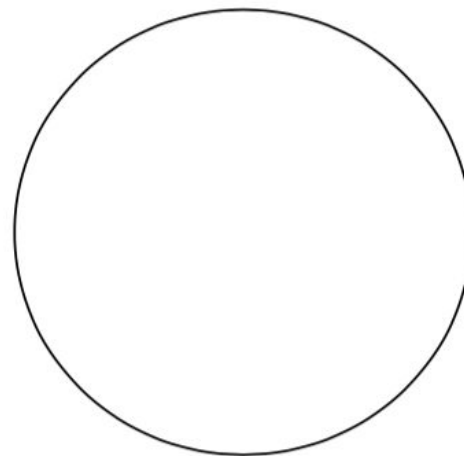
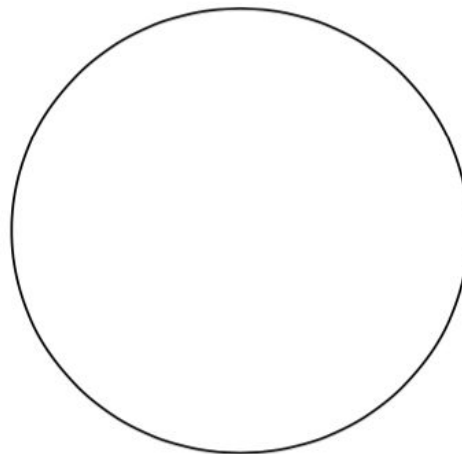
SCLERAL LENS DESIGN

Dr. Caitlin Morrison

OD



OS



The Handoff – After the Exam

- Next steps
- Payment
- Scheduling the next appointment
- Financing options vs insurance timeline
- Patients who need time to decide on two options
 - Follow up



Paperwork to Help the Process Run Smoothly

- Advanced Beneficiary Notice (ABN)
- Specialty Contact Lens Agreement
- Payment Options



Specialty Contact Lens Agreement

PROFESSIONAL SERVICE FEE INCLUDES:

- Your initial consultation
- 90 days of unlimited follow ups to achieve the best fit and vision of the lenses
- Training on how to insert and remove your lenses, as well as proper care

WARRANTY OF LENSES:

- After the order for the lenses is placed, there is a 90-day warranty in which we can make changes to the lenses without incurring another fee.
- We both agree to schedule follow ups and order lens changes in a timely manner in which to finalize the fit in this 90-day period.
- If the warranty expires, new professional service fees and lens material fees will occur.
- If you would like us to mail lenses to you due to convenience, we will gladly provide this as a courtesy, but there may be a shipping fee.

REFUNDS:

- If for some reason, the lenses need to be returned at the end of the fitting process, they may be returned for a partial refund of the Contact Lens Material Fee.
 - Refund amounts (none, partial or full) depend on the manufacturer. Dr. Morrison will let you know about this prior to ordering the first lens.
- Final lenses will need to be returned to Dr. Morrison in order to issue a refund.
- The Professional Service Fee is non-refundable.

EXCLUSIONS FOR MEDICAL ISSUES UNRELATED TO CONTACT LENSES:

I also understand that if I come in for a visit during or after the fitting process with a medical concern, unrelated to the usage of contact lenses, that visit will be a separate medical exam fee.

Specialty Contact Lens Agreement

- Professional Service Fee
 - Timeline
- Lens Costs
 - Circle versus free-type
- Refund Policy
- Signature
 - Scan into system
 - Patient follow up



What Do I Do First?

- Type out what lenses you offer
- Cost of lenses
- What patients should expect on their first visit
- Give this document for your staff to read! Expand later.



What Do I Do Next?

- Training Technicians
- Training Front Staff for Billing
 - GPLI – great resource for coding
 - Stephanie Woo – billing and coding correctly



Let The People Know!

- Website
- Social Media
 - Instagram
 - Facebook
 - Google My Business
- Information in the Office
 - Handouts for patients
 - Staff can be involved in giving out information



THANK YOU!

Any Questions?

