Optimal Care of MGD and the Evaporative Dry Eye Patient Within a Busy Surgical Practice

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I. The Dry Eye Patient - Background
   a. Definition
   b. Evolution in our understanding
   c. Anatomy, physiology, pathophysiology of MGD
   d. Tear film lipids and lipoprotein interactions in health and disease
   e. Epidemiology and associated risk factors for MGD

II. The Dry Eye Patient – Clinical Presentation
   a. History
   b. Making the diagnosis
   c. Why we undertreat MGD / evaporative dry eye patient

III. The Dry Eye Patient – Management
   a. Communicating with the patient – a key element
   b. Treatment options
   c. LipiFlow: Why it has completely changed our approach to patient care

IV. Presenting LipiFlow as a therapeutic option
   a. Role of the staff
   b. Communicating with the patient – again, a key element
   c. Setting expectations
   d. Patient flow within your practice

V. LipiFlow
   a. Preparing the patient just prior to treatment
   b. Insertion of the applicators
   c. The 12 minute thermal pulsation treatment
   d. Immediately after the procedure
   e. Post-treatment protocol
   f. Follow up care

VI. Clinical Strategies
   a. The Dry Eye Clinic Model
   b. The LipiFlow Treatment Day Model
   c. Incorporating LipiFlow Treatment - as it arises in your clinic Model
d. Hybrid Model

e. Comanagement

VII. Now the Hard Stuff

a. The poorly responsive patient
b. The unhappy patient (legitimately unhappy)
c. The unhappy patient (illegitimately unhappy)
d. The patient who wants a time-consuming lengthy therapy session with you rather than LipiFlow.
e. The patient who wants to return monthly for manual expression therapy - to avoid LipiFlow.
f. Addressing the 5 most common questions asked by patients upon learning about LipiFlow.
g. Addressing the 5 most common concerns and reservations that the referring physician community has with regard to sending their patients for LipiFlow treatment.

VIII. The 5 Keys that guarantee the success of LipiFlow in your practice

IX. Case Presentations

X. Audience Questions