Best Practice Approach for the Refractive Coordinator in Ophthalmology Today

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Communicating Elective Surgical Options to Patients

19 Years in the Dispensary
Accustomed to Collecting Fees for Patient Care

- Glasses correct vision but create a world of side effects and complaints
- No Perfect Solutions
- Today your patients should be offered a choice based on Doctor's recommendations with realistic expectations

Patients Buy Products for Better Vision

- Premium Eyewear
  - Anti-reflective coating, changeable lenses
  - Thinner lenses
- Premium Implants
  - Better vision (Toric)
  - Multifocal offers spectacle freedom
- All Laser Cataract Procedures
  - Great Precision, Imaging and Control
- Patients buy better products
  - Education required to understand the benefits
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Cost Comparison:
Glasses versus Elective IOLs

- Progressive $229
- Designer Frame $299
- AR Coating $129
- Transitions $98
- Thinner Lenses $100
- Total Cost = $855

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Over & Over

- Presbyopia Correcting Implants $5400 both eyes
- Toric Implants $3800 both eyes
- $2400 all-Laser Procedures
- One Time in Patient's Life

The Doctor Must Set the Stage

- MD must diagnose & recommend
  - The MD recommendation can NEVER be skipped
  - "K"s must be acquired before any discussion
  - Never peddle backwards
  - MD introduces Coordinator

When does the Coordinator meet with the Patient?

- After the Doctor’s diagnoses and recommendation
  - A Direct Turnover from MD is Best
  - Again at the A-scan appointment
  - A first call to the practice
    - Coordinator can answer early questions
    - Summarize technological advances your practice offers to patients

Best Practice Approach
**MD Must Consistently Recommend**

- If you don’t have a consistent approach you will never have a high conversion rate
- Always offer and educate every appropriate patient EVERY TIME
- Education is the key. Do not decide for your patient-offer choices

**What Does the Coordinator Communicate to the Patient?**

- Interest in the patient’s lifestyle & hobbies
- Understanding what benefit the elective aspects of the procedure will fulfill for the Patient
- Full discussion on side effects
- Delivery of fees & payment methods

**MONEY**

- Don’t Apologize
- Get Your Comfort Level
- Feel Good about what you are Helping your Patient Acquire
- Educate and Offer
- It is always the Patient’s Choice

Best Practice Approach
Common Objections

- I am too old
- No one knows their life's time line
- I don't have the money
- It is not about money but a quality of lifestyle
- I don't mind reading glasses
- It is all the other things
- My other eye was done with a blade
  - You deserve the newer technology

Why Doesn't My Health Insurance Cover Advanced Technology Implants?

- Lifestyle Implants are products you purchase for yourself due to desire
- Insurance covers medical resolution of your health problem
- Insurance does cover many aspects of your procedure

Why is All Laser Cataract Surgery Considered Elective?

- You must communicate how Advanced Imaging improves Patient's Surgical Experience
- Medicine does not move forward based on Insurance Coverage
- Elective Results require most accurate Surgical Techniques
Best Tool for Discussion of Bladeless Cataract Surgery

Final Phone Calls
- Clarify the permanence of patients decision
- Cost should not be only factor
- Remind patient of specific benefits
- Quote small payments
- Remind the patient this is the doctor’s recommendation

Constant Effort is the Key to Success
- Spend the time
  - Clarify patient’s visual goals
  - Personalize the discussion
- Discuss side effects comfortably
- Offer financing early on
- Make that extra phone call
Your Continued Efforts
Make it Happen

Thank You!