Making Contact Lenses a part of your successful practice.

Linda Strand C.O.T., Practice Manager
Fagadau, Hawk & Swanson
lstrand@fagadauhawk.com

› The author has no financial interest to disclose.

› How Many of your practices are fitting contact lenses?
How many LIKE to?

We have 3 Ophthalmologists:
Warren R. “Chip” Fagadau M.D.
Thomas P. Hawk M.D.
Susan L. Swanson M.D.

We have 2 Certified Contact Lens Fitters:
Steve Fitzpatrick, N.C.L.C., C.O.T.
Claire Shaw, N.C.L.C., C.O.T.

Opportunity is knocking!

But fitting contacts takes so long!
What products are available now?

1. Rigid Gas Permeable
2. Conventional soft lenses
3. Extended wear
4. Disposable

But they are too expensive.....

Don’t assume and don’t fit according to price
Fit to solve the patient’s problem

Disposable Contact Lenses

- Nationally about 20%
- Our Practice about 50%
Presbyopic population

- Over 63 million presbyopes in the U.S.
- 92% corrected with spectacles
- 8% corrected with contact lenses

Presbyopes

Contact lens usage drops off dramatically after the age of 40 while need for vision correction steadily increases.

Those patients who are 50+ years old are projected to be 28% of all potential CL wearers by 2018

Monovision VS Multifocal
5–10 years ago, mostly monovision

Our practice fits 75%–80% multifocal!!

If you can fit a presbyope and make them happy, you will have a loyal customer for life.

What are the benefits for me?

Greater patient satisfaction

Better patient retention
A loyal contact lens patient is like a savings account for the Ophthalmologist

- How do I make it work?
  - Proactively recommend best contact lens for that patient
  - Correct even low amounts of astigmatism
  - Cater to those presbyopes

Create a satisfied customer

- Proactively recommend best contact lens for that patient
- Correct even low amounts of astigmatism
- Cater to those presbyopes

OK, I’m buying into this concept

- How do I make it work?

Take the contact lens patients out of the congested flow of “medical patients”
It’s own Profit Center

- Must be able to support itself
- Decreases overhead for the practice

Dedicated Staff

- Check-in and check-out that are trained to handle contact lens patients
- Contact lens fitters

Dedicated Space

- Exam rooms dedicated to contact lens fittings
- Space for trial sets

- Inventory VS direct-ship to the patient
CL specialists are available to help Ophthalmologist when needed
CL specialists perform some of the exams that would otherwise be done by technicians
A CL patient with a problem gets seen by Ophthalmologist right away
Technicians help with CL patients when able

Symbiotic Relationship

- Contact Lens patients must be seen for regular dilated exams by the M.D.

Patients develop a relationship with the “practice”

Open the door!
Questions?

Thank you!!

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