



Financial Disclosure

- Mike Trier – No Financial Interest

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Approach of This Talk

- This is simply a business overview of adding Dry Eye Services to your practice
- I am a MBA with VERY limited clinical knowledge of the services provided with dry eye and other care of our practice
- My perspective if from planning the addition of dry eye services, monitoring its impact and observing our doctors practice patterns

Is There Opportunity in Dry Eye Services?

- Yes, Many Practices Can Find Value to Adding Dry Eye Services
- It will not be a DRIVER service line, but can cover itself well
- Best opportunities are those practices with doctors who have available time and opportunity to expand their patient base
- Most likely success – those practices with a Doctor Champion utilizing those services which do provide margins

Dry Eye Service Line – Components

- Eye Exams
- Testing – **LipiView** and **Tear Osmolarity**
- Drops – Natural Tears, Restasis, **MGD Retaine**
- Treatments – Doxycycline, **PRN Omega 3**, **Liposome Spray**, **Ocusoft Lid Scrubs**

RED: Recently Added

Dry Eye Service Line – Components

- Procedures – Punctal Plugs, **LipiFlow**, DELIT
- Scleral Contact Lens
- Goggles – **Tranquileyes**
- Packs – **PRN Omega 3** and **MGD Retaine**

RED: Recently Added

Eye Exams

- The Bread and Butter of Eye Care....
.... But the Reimbursements keep slipping each year.
Exams alone with no internal testing or treatments and only drop prescriptions have challenging economics, unless doctor is extremely efficient
- Dry Eye Exams
 - Many frustrated patients
 - Higher chance of longer doctor chair time

Testing - LipiView



TearScience – LipiFlow & LipiView



TearScience



- 2012 Addition to Dry Eye Service Line
- Investment in both LipiView and LipiFlow Equipment
- Continued cost of applicator with LipiFlow (51% of our fee) and usage fee for LipiView (23% of our fee)

TearScience



- Not Reimbursed by Medicare or Any Other Payors
- We view this as a positive, since it has a notable click fee and LipiFlow applicator cost

LipiView



- The MBA's Understanding of Clinical Aspects: LipiView measures the lipid levels (oils) of your eyelids

Meibomian Gland Evaluator

- The MBA's Understanding of Clinical Aspects of Tester: During Exam, pressure is provided to check the lipid output currently produced by your eyelids.



Testing - TearLab – Tear Osmolarity



Tear Osmolarity System

Low Risk, Low Margin Addition to Dry Eye Service Line



Drops – Natural Tears

- Great Treatment Option for mild to moderate dry eye.
- Effective for immediate relief
- I utilized samples of these for a few years before my LipiFlow Treatment

Drops – Restasis

- Well regarded Allergan drop medication for patients to moderate or worse dry eyes
- Helps reduce inflammation in the glands to promote healthy tear production

Drops – MGD Retaine

- Another dry eye drop option.
- Preservative-free artificial tear with specialized osmolarity level to provide longer lasting comfort to soothe dry eye symptoms
- Addresses lipid deficiencies

Treatments – Doxycycline

- Oral antibiotic which helps reduce inflammation in the glands

Treatments – PRN Omega 3

- Vitamin Option to Help Address Dry Eyes
- Specialty vitamins with higher absorption rate and higher amounts of EPA and DHA to help aid reducing inflammation
- In Arizona, we are hearing good feedback from patients

Treatments –Liposome Spray

- The spray contains microscopic molecules that supply nutrients and vitamins to provide comfort to the eye and decrease moisture loss

Treatments – Ocusoft Lid Scrub

- Eyelid cleansers that promote hygiene around the lids and oil glands.
- Scrubs help to soothe and refresh the eye


Procedures – Punctal Plugs

- Been along for a long time as an option for dry eye

Procedures – LipiFlow



LipiFlow



- The MBA's Understanding of Clinical Aspects: LipiFlow applies warmth and pressure to your upper and lower eyelids to rejuvenate the lipids they generate
- I am a happy successful LipiFlow Patient

LipiFlow



- It is a 12 minute treatment
- They say it feels like stone therapies.
- I found it to be comfortable and easy as a patient
- May take up to four weeks before patient experiences improvement

Procedures – DELIT

- **DELIT** rejuvenates the inflamed and dormant glands that produce the oil component of tears through the combined application of Intense Pulsed Light to the lower eyelids and facial skin, coupled with microscopic expression of the old "plugged up oil" from the glands
- Typically this requires **4 DELIT** treatments spaced one month apart, with most patients requiring a maintenance treatment once or twice a year.

Scleral Contact Lens

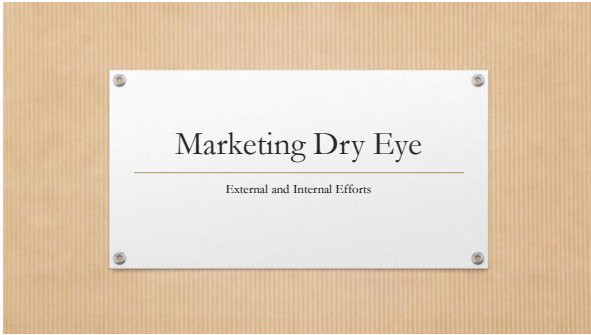
- Option for Contact Lens Wearers
- Those with eyes are too dry for conventional contact lenses
- Space between the back surface of full scleral lenses and the cornea acts as a tear reservoir to keep the front of your eye more moist and comfortable.

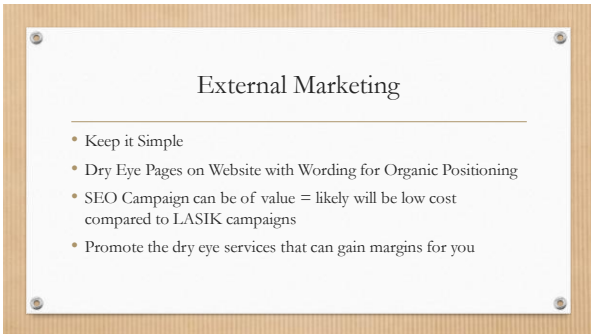
Goggles – **Tranquileyes**

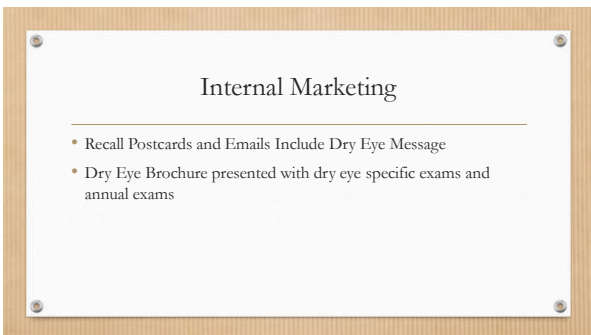
- Hydrating Goggles that Provide Soothing Thermal Therapy
- Helps Reduce Inflammation and Puffiness

Dry Eye Packs

- Includes:
 - Retaine MGD drops
 - Occusoft Lid Scrubs
 - Liposome Spray







How Do We Present Dry Eye Services to Patients?

Brochure Recently Developed

Conclusions

- Dry Eye Services can be an effective supplemental service line for Eye Care Practices.
- Need a Doctor Champion
- Need to be a large enough practice to have patient base to support technology investments
- Great option if you have a doctor with available clinic time