

The Newsletter of  
Primary Eyecare Network

# *focal point*

November - December 2011

## **PIO 2011**

Preserving Independent Optometry

# **TOTAL PRACTICE SUCCESS A SYMPOSIUM FOR A WORLD CLASS STAFF**

An MBA™ Program sponsored by CIBA Vision & Essilor Laboratories

— Details Inside —



**Last Chance  
to Register!**

## PIO 2011: Total Practice Success

A Symposium for Building a World Class Staff

The Claremont Hotel & Spa, Berkeley, CA  
Friday & Saturday, October 28-29, 2011

What is the greatest challenge facing independent optometrists today? Our members tell us it's finding great staff members and then keeping them motivated to strive for excellence. To answer that need, we chose "Building a World Class Staff" as the topic for this year's Preserving Independent Optometry (PIO) program.

PIO 2011 premiered last month in Ft. Lauderdale, FL and won rave reviews from attendees with comments such as "Very insightful and motivating," "I got a lot from the speaker. Really felt like at times he was speaking about our office," "I can't find this kind of seminar anyplace else," and "Excellent!"

Created by the Management & Business Academy™ (MBA), sponsored by CIBA VISION and Essilor, the 1½-day program features lectures by leaders in the optometric field and California employment law, as well as an in-depth workshop on selling that is geared to the entire practice. Participants also receive a wealth of print and online resources. These resources provide benchmarks and strategies to manage staff and measure overall practice performance.

### Can you answer these questions?

*What are the key statistics you need to track in order to see immediate changes in your office?*

*Can you identify the fundamental element necessary for a successful staff meeting?*

*What is the most effective way to motivate your staff?*

*Do you know what the public is really thinking about your practice, you, your staff?*

*What are the most common hiring traps?*

*How can a "structured hiring process" improve your end results?*

*What is the difference between staff orientation and staff training? How does a separate, structured process for each contribute to a world-class staff?*

**Don't Miss Out!**  
The final presentation of PIO 2011

The Claremont Resort & Spa  
Berkeley, CA  
October 28<sup>th</sup> - 29<sup>th</sup>

For more information and to register, visit  
[www.PrimaryEye.net/PIO](http://www.PrimaryEye.net/PIO) or call 800-444-9230.



# The ABC's of Scleral Contact Lenses

by Terry Theiss, CPOT, ABOC

As a contact lens assistant or technician you may be hearing more about scleral contact lenses. This lens modality, which initially arose in the late 1800's, has been perfected with today's gas permeable lens materials and high-level technology for lens design. This article will introduce you to the lenses, so that you can be as effective at training these wearers as you are with all others.



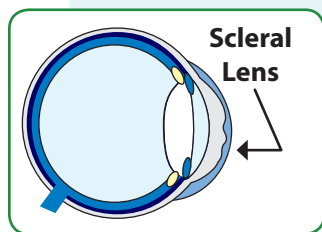
**Terry Theiss**  
CPOT, ABOC

not a necessary feature. The scleral lens design is used for patients with keratoconus, ocular surface diseases, conditions that affect the tear film such as Sjogren's syndrome, and corneal irregularities caused by corneal transplants or refractive surgery. It can help patients who can't fully close their eyelids and patients who need visual correction but can't wear other types of contact lenses, such as those who have high amounts of residual corneal astigmatism.

Application of scleral contact lenses requires that the lens be filled with non-preserved saline or artificial tears, depending upon the optometrist's recommendation. Avoid preserved solutions, as the long-term contact of the chemicals with the cornea may cause problems. Also avoid spray-type saline, as too many bubbles will form under the lens. Soft lens or gas permeable lens solution systems may be prescribed, depending on the optometrist's preferences. Lenses may need to be removed and cleaned part way through the day to remove trapped debris.

Two application methods exist. One uses a DMV-type device. The other uses a tripod configuration of the thumb, index finger, and middle finger. The seated patient is positioned with their face bent over a mirror that is flat on the counter or table. Once filled with fluid, the lens is brought straight up to the eye. Eyelids must be held open wide using the middle finger of the non-application hand to hold the upper lid and a finger on the hand applying the lens to secure the lower lid. If the lens traps a large bubble, the lens must be removed and reapplied.

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A scleral contact lens is larger than standard corneal gas permeable

contact lenses with a diameter of 18-24mm. The lens rests under the eyelids and on the sclera, thus vaulting the cornea and the limbus. It creates a reservoir of fluid, which bathes the ocular surface. Because the lens rests on the sclera, which is relatively insensitive, it is a remarkably comfortable option for contact lens wear.

There are three zones, each of which performs a different function. The *optic zone* works in combination with the fluid reservoir to provide optical power and clarity of vision. The *transitional zone* provides sufficient vault over the cornea. And the *haptic zone* is precisely designed to fit the scleral curve. Some scleral lenses include 1mm. holes called fenestrations, which are located in the limbal clearance area. They increase fluid and air exchange and can make lens removal easier, however they are

## Upcoming Classes

### Doctor Seminars

#### NOVEMBER

**Webinar** **Wed, Nov 2<sup>nd</sup>**  
**Expanding Your Practice in 2011**  
**Top 10 Implementations Issues Solved**  
 Aaron Lech, O.D. 5:30pm - 6:30pm PST

### Staff Seminars

#### NOVEMBER

**Walnut Creek, CA** **Tues, Nov 1<sup>st</sup>**  
**All About Lenses**  
**Lens Designs & Materials (AM)**  
 9:00am - Noon  
**Progressive & Computer Lenses (PM)**  
 1:15pm - 4:15pm  
 Mary E. Schmidt

**Sacramento, CA** **Wed, Nov 9<sup>th</sup>**  
**Frame Inventory (AM)**  
 9:00am - Noon  
**Maximizing Optical Sales (PM)**  
 1:15pm - 4:15pm  
 Mary E. Schmidt

**Webinar** **Wed, Nov 30<sup>th</sup>**  
**Here You Do It, It's Got Prism!**  
 12:30pm - 1:30pm PST  
 Terry Theiss, CPOT, ABOC

#### DECEMBER

**Webinar** **Wed, Dec 7<sup>th</sup>**  
**Making Work Fun Makes Your Practice Grow**  
 12:30pm - 1:30pm PST  
 Mary E. Schmidt

**Walnut Creek, CA** **Sun, Dec 11<sup>th</sup>**  
**Insurance Billing Basics: Aetna**  
 9:00am - Noon  
 Lori Labato, CBCS

## World Sight Day Challenge: You Can Help Change a Life



Optometry Giving Sight, PEN's philanthropic partner, is inviting PEN Members to help change a life by taking part in the fifth annual **World Sight Day Challenge** (WSDC).

The WSDC runs throughout the month of October and is a major fundraising campaign for projects that provide vision care, local training, and infrastructure support for people who are blind or vision impaired due to uncorrected refractive error.

There are 670 million people around the world who are blind or vision impaired simply because they cannot access an eye examination and glasses...more than double the population of the US.

PEN Members can take the Challenge by donating their eye exam fees on World Sight Day (October 13), or any other day in October. Members can also join their colleagues across the profession by having a practice celebration throughout October, or by making a personal or practice donation at [www.givingsight.org](http://www.givingsight.org).

*The PEN practice raising the most funds during the **World Sight Day Challenge** will be featured in the first 2012 issue of the Focal Point newsletter!*

Take the Challenge and help someone like Jaliff Chitspico achieve his dream of becoming an optometrist. Thanks to a project co-funded by Optometry Giving Sight, Jaliff is now a first year student at Mzuzu University in Malawi (Africa) doing his Bachelor of Science in Optometry.

*"This has become one of the wonderful experiences in my life because since I was a young boy I have always been dreaming of becoming an Optometrist," said Jaliff. "Becoming an optometrist is not a simple thing; this is why I am working around the clock so that I can graduate with the first class degree in four years' time."*



**Jaliff Chitspico**, optometry student at Mzuzu University in Malawi

Once he graduates, Jaliff will be licensed to work in the public health system providing affordable, accessible eye care to people in his community. This will benefit tens of thousands of people who have perhaps never had an eye examination or a pair of glasses.

The gift of vision can make all the difference in someone's life. You can help turn a life of poverty into one of opportunity! Sign up for the **World Sight Day Challenge** today and give the precious gift of sight to those in need.

Register for the **World Sight Day Challenge** by visiting [www.givingsight.org](http://www.givingsight.org) or calling 1-888-OGS-GIVE (6474). A free practice kit is available that includes everything you need to get started with your fundraising campaign including a practice poster and helpful tips on planning your office celebration.

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## The ABC's of Scleral Contact Lenses

Because scleral lenses adhere rather tightly to the eye, lens removal is different from corneal contact lenses. Again there are two possible methods. One uses a DMV device. First the plunger is moistened with saline solution. Next the plunger is placed on the edge of the lens – Not the center! – to "break the seal" and tilt the lens off the eye. The other method uses the patient's lids. Some patients find it easier to hold their head in a normal position and look up slightly. Pull the lower lid down until it is under the lower edge of the lens and lift the lens edge with the lid pressed against

the sclera. Others prefer to "break the seal" using the upper lid on the top edge of the lens.

As with all lens application and removal techniques, it is very wise to test all methods on yourself before trying to teach others. This way you learn the tricks and tough spots firsthand. And most importantly you understand exactly what the patient is experiencing.

Have fun with this exciting new option for some of our more challenging patients!

# Vendor Highlights

New Vendor



This product-minded frame company understands good value at reasonable prices as well as exceptional service and support. Their in-house design team works collectively with a network of top tier manufacturers and suppliers to produce beautifully designed, premium eyewear...



**Hackett London** collections signal the brand's London heritage and focus on materials and proportions.



**Anna Sui Eyewear** collections for women reflect the fashion designer's fascination with color and unique decorative motifs.

**PEN Member Discount: 13% Mondottica USA Collections**  
**PEN Member Only Promo: Free Shipping on Orders Placed by 10/31/11**

Contact: [www.mondotticausa.com](http://www.mondotticausa.com) or 866-666-3662

New Vendor



Ultra high-speed high-resolution OCT innovations provide superior clinical information that facilitates early detection, management and treatment of ocular disorders and diseases.



**Steve Faith, OD, FAO, PEN Advisory Board Chair:** "Our office has had OCT technology for nearly 6 years. When we were looking to jump to spectral domain we had the RTVue and a leading competitor side by side in our office for three months. Our doctors chose Optovue for technological reasons, and for the service and support we experienced. We appreciate the decision we made every day."



**Larry Wan, OD, PEN Advisory Board:** "Our doctors and technical staff have been thrilled with the ease of use of the RTVue OCT from Optovue. The quality of images and the many ways we can dissect the images allow us to make exact diagnoses and devise comprehensive treatment plans. We love this instrument."

**Exclusive PEN Member Pricing:**  
**2-56% Discount on Optovue Products**

Contact: [www.optovue.com](http://www.optovue.com) or 866-344-8948

New Vendor



The leading web-based EHR specifically designed for optometry was founded by a 20+ year practicing OD. He had an early vision of how electronic health records could be delivered more simply through a cloud-based approach... a system that would let doctors focus on



patient care rather than technology issues.

**No more IT headaches:** Eliminate the expense and hassle of maintaining software, servers, databases, backups and extra hardware.

No more hidden costs: All features are included and every update is automated with no extra cost or effort on your part.

**Access data when and where you want:** You simply need a computer and Internet access.

**Equip your growing practice:** Add locations, staff, workstations, patient records, and data storage at no extra charge.

**Special PEN Member Pricing and 20% off RevolutionEHR Setup Fee**

Contact: [www.revolutionehr.com](http://www.revolutionehr.com) or 877-738-3471 ext. 1  
CA, NV & HI: 800-305-0505

## The Importance of Email and How it Saved my Cat!

By Robyn Bowie, PEN's Manager of Educational Services



A couple of months ago I took my cat, Rocket, to the emergency vet. As it turned out, Rocket had a bladder disease that is treated through a special diet. I was given three cans of food by the emergency vet and sent home.

The next day, I received an email from my regular vet confirming he had received the paperwork from the emergency clinic over the weekend. He was following up to see how Rocket was doing and if I had any questions. The vet also clarified the benefits of the new can food treatment that was prescribed.

Two things hit me after reading this email: first, I was very impressed that he reached out to me personally to check on Rocket and second, I realized if he hadn't reached out, I would have continued feeding Rocket the wrong type of food...one meant to *prevent* his disease rather than treat it. I had read the can labels improperly and had no idea that they served a different purpose in my cat's course of treatment.

I am writing about Rocket's incident because it's quite likely that a similar situation is happening in your practice. Have you had any patients recently sent to the ER with an eye related emergency? Maybe not, but you have had patients in your office who just purchased contact lenses or frames, or talked with you about dry eyes and left with a sample solution.

### Ask yourself:

- Do you follow up with new patients after their first visit?
- Do you follow up with new contact lens wearers to remind them of best cleaning practices?
- Do you follow up with patients that have purchased

a new pair of eyeglasses to make sure they are fitting properly?

These are just a few examples of prime opportunities to reconnect with patients after they leave your office and email can be an easy and efficient way to accomplish this. The questions are simple and only you, as their Optometrist, know just the right ones to ask!

After receiving that first email from my vet, we corresponded several times, all my questions were answered, and Rocket has recovered successfully. This triggered me to go online, set up a Yelp account, which I had never done before, and write a wonderful, five-star review of his Veterinary Practice.

My vet's practice may be similar to yours, a two-doctor practice with hours limited to 8am-5pm during weekdays, certainly not convenient for someone like me who works full-time (with a 45 minute commute). However, after the experience I've had, Rocket is now a patient for life. And if anyone asks me for a good recommendation for a vet, you can bet I'll tell them I have a great one.

Consider incorporating email into your practice as a standard policy; not only for yourself, but for your staff where appropriate. You may not only discover a problem to resolve, but also help maintain patient loyalty and boost referrals as well!

Note: To protect your patients' privacy, your practice should have a system that includes HIPAA compliant email encryption.

### Help Us Keep In Touch With You

If you would like to receive email announcements, news, special promos, etc., please email PEN at [info@PrimaryEye.net](mailto:info@PrimaryEye.net) and ask to be added to PEN's Email Broadcast List.

## Introducing PEN Staff

There is a tradition at PEN of introducing new staff members in the Focal Point. We have obviously fallen behind, because the first person we would like to present has already been with us for two years!



**Regina Hunt** began working at PEN in March 2009. As PEN's Business Analyst, Regina prepares business reports for analyzing as well as the annual budget. She also manages accounts payables, assists with monthly billing, and supports PEN Members with billing-related questions. In addition, Regina

is PEN's in-house expert on Excel and MS Access database. Previously, Regina worked for Comcast for 15 years where she held a variety of titles from Customer Service Rep to IS Reporting Analyst. Celebrating her 20<sup>th</sup> anniversary, she and her husband have an 8-year-old daughter who is "an absolute joy!" She and her family enjoy camping and spending time outdoors.

"The last two years at PEN have been an awesome experience and has challenged me in many ways," says Regina. "I am happy to be part of this dynamic team."

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## Revalidating Medicare Enrollment

CMS has enacted a new requirement for providers. All providers and suppliers enrolled with Medicare prior to March 25, 2011, must revalidate their enrollment information. However, you must wait to receive notification from your Medicare Administrative Contractor (MAC) as to when you must revalidate before you may proceed with the enrollment process.

Between now and March 23, 2013, MACs will send out notices on a regular basis to begin the revalidation process for each provider and supplier. Upon receipt of the revalidation request, you have 60 days from the date of the letter to submit completed enrollment forms. Failure to submit the enrollment forms as requested may result in the deactivation of your Medicare billing privileges.

When you receive notification from your MAC, you must update your enrollment through Internet-based Provider Enrollment, Chain and Ownership System (PECOS) or use the appropriate 855 application. Don't forget to sign the certification statement on the completed application.

When revalidating, you may be assessed an application fee. The application fee for 2011 is \$505. To pay the fee, go to <http://www.paygo.gov> and type "CMS" in the search box under "Find Public Forms" then click the GO button. Click on the "CMS Medicare Application Fee" link. Complete the form and submit payment as directed using an electronic check, debit, or credit card. A confirmation screen will display indicating that payment was successfully made. The confirmation screen is your receipt; you should print it for your records.

CMS strongly recommends that you mail this receipt to your Medicare contractor along with the Certification Statement and supporting documents for the enrollment

application. CMS will notify your Medicare contractor that your application fee has been paid. Revalidations are processed only when fees have cleared.

Visit [www.cms.gov](http://www.cms.gov) for more details about Medicare enrollment procedures.



### Need Help With the Enrollment Process

PEN's experienced medical billing team can save your practice from three to six months time on the enrollment process. Plus, you don't have to dedicate staff time or worry about follow-through. You can do what you do best...focus on patient care!

PEN's Credentialing Service only costs \$240 for the first insurance carrier, less than you would have to pay a staff person for the time and expertise it takes to:

1. Create an application packet by *properly* completing the application and assembling all pertinent documentation.
2. Review and submit your application packet.
3. Track the process and follow-up until a resolution has been reached.

Don't jeopardize your Medicare billing status. Call PEN today at 800-444-9230, ext. 8705 to sign up for this valuable service.

Note: This service is also a great way to increase your patient base by paneling with more insurance carriers!

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## Introducing PEN Staff



**Magali Le Boudier** started working in July as PEN's Project Coordinator. It's her responsibility to make sure all deadlines are met as scheduled and support the marketing and education departments whenever needed.

Using her education in linguistics and marketing communications, Magali previously worked as Marketing Specialist for Tensar Earth Technologies and as Director of Pointe Noire Accueil, a non-profit organization in the Republic of Congo. She speaks French, can scuba dive,

plays the piano, and has easy connection with young children. About her interests Magali says, "Concerts to horseback riding to books to learning about other cultures, I love it all!" Magali and her "high school sweetheart" husband have two preschool aged daughters, Madenn and Maé.

"I look forward to learning more about optometrists, their concerns, thoughts and aspirations in order to serve them better," says Magali. "I am happy to be working with highly involved, competent and fun people."

## Order Now...Save 25%!

Pre-order your 2012 Medicare billing tools by December 31, 2011 and *SAVE 25% off the regular price.*



- ✓ **2012 Common Diagnosis Codes Card:** easy-to-use reference that keeps the most commonly used optometric codes at your fingertips.
- ✓ **2012 Customized Medicare Fee Schedule:** practice-customized tool that eliminates the need to search through the entire Medicare Fee Schedule.
- ✓ **2012 Medicare Billing A-Z Guidebook:** optometry-specific information that takes the frustration out of billing Medicare.
- ✓ **2012 PQRS Quick Reference Card:** details of the PQRS measures that apply to optometrists in a quick-to-find format.
- ✓ **2012 Medicare Quick Reference Card:** user-friendly source for commonly used codes modifiers, and rules that apply to optometry.

PEN's Medicare billing tools are updated annually in compliance with CMS changes.

**Don't be out-of-date...order your Medicare updates today!**  
**Call 800-444-9230.**