



HIGHLIGHTS:

Goal: To establish a systematic process for educating patients within the practice.

Solution: Eyemaginations

Results:

- Saved 10-15 minutes per patient of the eyecare professional's time.
- The practice's conversion rates are double the national average for all premium IOL and surgical options.
- 87% of cataract patients said their experience was significantly improved due to patient education.

CUSTOMER PROFILE:

Matossian Eye Associates

www.matossianeye.com

Matossian Eye Associates's mission is to provide patients with the best possible eyecare and to make visiting their practice the most pleasant experience on every encounter.

Headquarters: Ewing, NJ

Industry: Multi-specialty Ophthalmology

Practice Snapshot:

- 3 Office Locations
- 3 Surgeons
- 30,457 Patient Visits Annually
- 510 Cataract Cases Annually

Educating Cataract Patients:

Matossian Eye Associates Increase Patient Satisfaction and Surgical Conversions through Educational Process

Matossian Eye Associates (MEA) introduced a systematic process for educating cataract patients and realized three key benefits: time saved during each patient consult, significantly higher conversion rates to premium IOLs and LRIs, and improved patient satisfaction and referrals.

The process begins during the initial cataract surgery consultation. All consult patients receive educational pamphlets and the Dell lifestyle questionnaire, and they watch a playlist of animated educational videos through **Eyemaginations LUMA** software. These videos clearly and concisely explain what a cataract is, what cataract surgery entails, what an IOL is, and which IOL options are available.

The videos simplify complex medical information and facilitate the conversation between Dr. Cynthia Matossian and her patients. As most people are visual learners, the **LUMA** videos help patients understand much more than simply hearing the pathology and treatment information explained orally by the surgeon.

Dr. Matossian finds that when she begins a consultation, the patient already has a good basic understanding of the anatomy of the eye, the location of the cataract in the lens, why it should be removed, and that a replacement lens will be needed.

This initial understanding means she saves **between 10 and 15 minutes of explanation time per patient**, and can instead focus the discussion on which lens option the patient is a good candidate for.



“MEA’s educational process results in many more patients choosing premium options, and conversion rates of at least double the national average for all premium IOL and surgical options.”

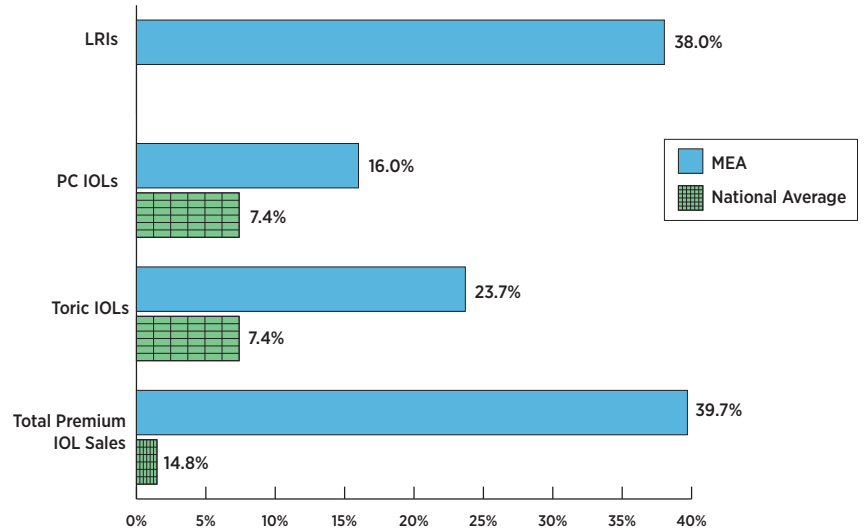


Figure 1. MEA Procedure Conversion Rates compared to national average.¹

MEA’s educational process results in many more patients choosing premium options, and conversion rates of at least **double the national average for all premium IOL and surgical options**. These rates are even more impressive when considering only patients eligible for specific options:

- Among all LRI candidates, **84%** selected this out of pocket procedure.
- Among all Toric IOL candidates, **64%** selected this out of pocket option.
- Among all Presbyopia correcting IOL candidates, **28%** selected this out of pocket option.

MEA’s results also show that the educational process improves patient understanding, confidence in the physician, likelihood of referral, and the overall experience. The **LUMA** software makes a direct, positive impact on how patients perceive their care and their likelihood of recommending Dr. Matossian. In a survey of 15 consecutive cataract patients, 87% said their experience was significantly improved due to the use of **LUMA** software.

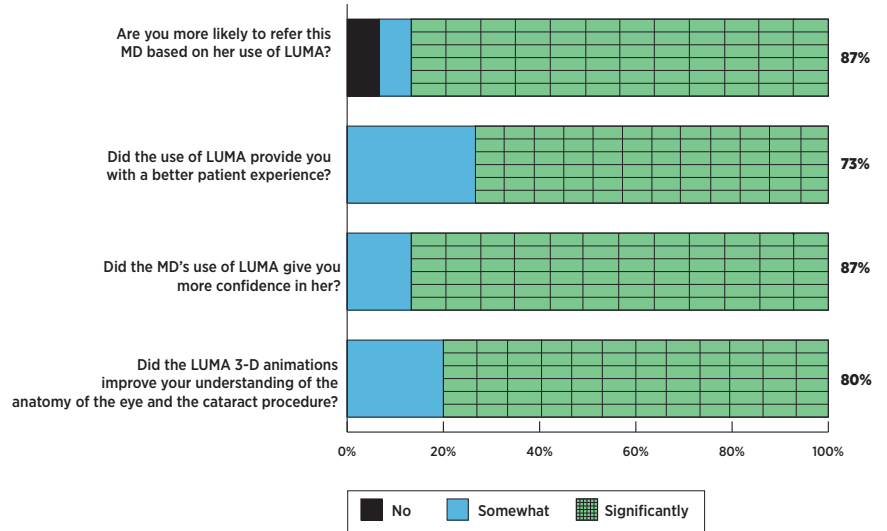


Figure 2. Survey of 15 of Dr. Matossian's consecutive cataract patients.

Those patients who are more informed as a result of utilizing **LUMA** are not confused during the decision-making process and have a more positive perception of MEA. Though it's difficult to measure the financial impact of higher patient satisfaction as well as directly track patient referrals, a happy patient base is often considered the best marketing tool a practice can have.

Overall, a consistent patient education process has led to time savings for Dr. Matossian, high conversion rates to premium procedures and services, and improved patient experiences. With the help of Eyemaginations software, MEA has realized both intangible and financial rewards.

SOURCES:

¹ Market Scope Quarterly Survey of U.S. Cataract Surgeons. Q3 2011.

**Please note that Dr. Matossian has no financial interest in Eyemaginations and received no financial compensation from the company as a result of this case study.*