



THE EYEMAGINATIONS COMPLETE PRACTICE SOLUTION

2011 AND 2012 IN THE NEWS



ADVANCED OCULAR CARE

“Educate Patients With a Loaded iPad”

BY ANDREW MORGENSTERM OD, AND NEIL F. MARTIN, MD
NOVEMBER/DECEMBER 2011

“If a patient is in our office for a cataract or refractive surgical consultation, the technician gives him or her an iPad to watch after the workup or during dilation. The iPad is loaded with LUMA videos that cover a wide variety of topics such as premium cataract procedures, LASIK surgery, glaucoma, retinal disease, macular degeneration, myopia, dry eyes, and progressive lenses. This approach eliminates the need for an eye care specialist to spend an average of 15 minutes with each patient educating him or her on his or her situation. In our experience, the LUMA videos enhance patients’ understanding. If a picture is worth a thousand words, a video is worth a million.”



VISION MONDAY

“The Patient Experience: How ECP’s are using new technologies to engage and educate patients”

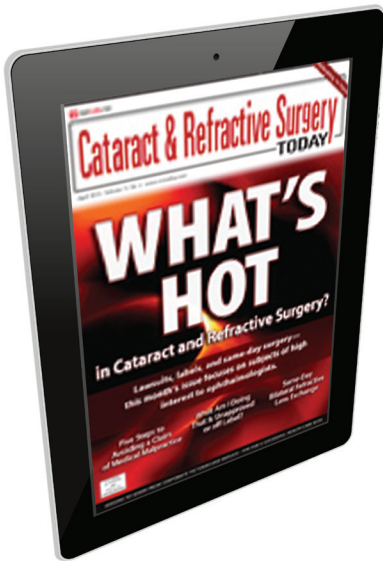
BY ANDREW KARP
APRIL 16TH, 2012

“Dr. Richard Levin , OD, uses LUMA to educate patients about premium intraocular lenses, which are an important part of his practice. He likes being able to send patients a post-appointment video that includes testimonials from patients who have successfully undergone cataract surgery and had an upgraded IOL implanted. ‘Patients are often scared after their office visit, but then they see video, which explains the mechanical aspects of how the lens works and has testimonials. This desensitizes them. Now they understand and want it. The patients are happier. In turn, our conversation rate is close to 40 percent for upgraded IOL’s versus the national average, which is about 15 percent. It’s better for them clinically, and it’s very profitable for the practice.’ “



EYEMAGINATIONS

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CATARACT & REFRACTIVE SURGERY

“The Efficient and Effective Education of Patients Pays off”

BY CYNTHIA MATOSSIAN, MD
APRIL 2012

“LUMA by Eyemaginations, Inc., is the program that my colleagues and I use to educate our patients and staff. All patients scheduled for a cataract consultation watch animated graphics that clearly and concisely explain what a cataract is, what cataract surgery entails, and what the various IOL options are. The innovative video clips simplify otherwise complex topics and facilitate the conversations I have with my patients.”



PREMIER SURGEON

“Finding the key to achieving an educated patient”

BY LAWRENCE H. BLOOM, MD
NOVEMBER/DECEMBER 2011

“If a patient comes in with a corneal abrasion, I can pull up a picture of the cornea in the exam advisor and write on the touch screen, showing patients where their corneal abrasion is. The same is true with a sty. I can show an image of the lid and then draw on the screen to show how the blockage leads to the sty. LUMA has the ability to show the normal anatomy alongside the progressing disease, easily demonstrating how it changes over time.”

READY TO LEARN MORE? Contact us directly at **877.321.5481** or email us at **info@eyemaginations.com** to schedule a live demonstration.

