



HIGHLIGHTS:

Goal: To make educating patients on new technologies an integral part of the practice.

Solution: Eyemaginations

Results:

- Tripled the size of the business.
- 40% conversion rate achieved for cataract patients upgrading to premium lenses including toric and presbyopia-correcting lenses.
- Average sales rate of 30 iZon lenses per month, almost a 10x increase.

CUSTOMER PROFILE:

Total Vision Eye Care

www.totalvisionmd.com

Total Vision’s mission is to provide the community with the most comprehensive medical, surgical, and routine eye care possible.

Headquarters: Baltimore, MD

Industry: Optometry and Ophthalmology

Practice Snapshot:

- 2 Optometry Locations
- 3 Full-time and 1 Part-time ODs
- 24,000 Optometry Visits Annually
- 2,880 Optometric Prescriptions Filled Annually
- 960 Cataract Patients Referred Annually

Patient Education Pays:

Total Vision Eye Care Makes Patient Education an Integral Part of the Practice

Like many of his peers, **Dr. Richard K. Levin** struggled to make his patients aware of new technologies. Since the options in eye care are complex and ever-improving, most patients are unaware of all of their choices. Realizing this lack of understanding, Dr. Levin of **Total Vision Eye Care** in Maryland decided to take action. He decided to make educating his patients on new technologies an integral part of his practice.

The Educational Program Solution

Total Vision Eye Care uses the **Eyemaginations LUMA** software as the base of its patient education program. Driven by 3D-animated visuals and an intuitive interface, **LUMA** presents complex information to patients in an engaging, easy-to-understand manner that creates a favorable experience for both the doctor and the patient.

Dr. Levin states, “No matter how we explain a pathology, what we say and what the patient hears are often two different things. The use of LUMA videos eliminates misunderstandings and leaves the patient much more comfortable.”

Total Vision Eye Care employs multiple platforms to educate its patients. The first is using **Eyemaginations Online** on its website. Current and potential patients can find extensive information on new technologies, including **Eyemaginations’** animations that explain various pathologies and their treatments including cataracts, dry eye, glaucoma, keratoconus and AMD.

Perhaps most effective are the videos that patients are shown when they are in the office. After a patient is diagnosed, they are shown the **LUMA** video explaining that pathology and treatment, and that is when they are most attentive.

When they leave, patients are sent an email with all of the information on their diagnosis, and links to the animations that may be of interest to them via **Eyemaginations ECHO**. They can view these on their computer at home or via their mobile device.

They are encouraged to do research on their own and share the videos with family members or care givers that may participate in their decision. They are also able to share this information on various social media platforms as well.



“Nationwide, an average of 14% of cataract patients upgrade to premium lenses including toric and presbyopia correcting lenses. In contrast, Dr. Levin currently has a conversion rate of 40%.”

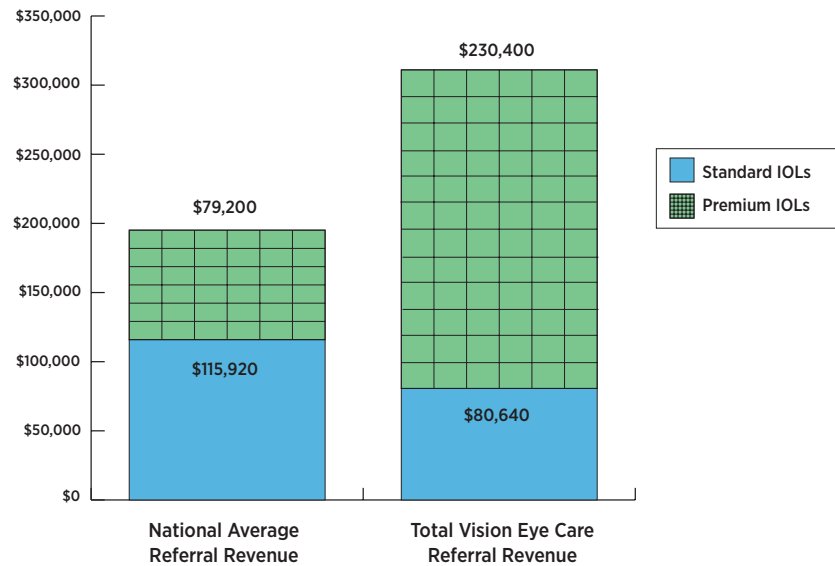


Figure 1. Total Vision’s annual referral revenue based on co-management fee of 20%.

Education Pays

By including educational information on premium IOL lenses and iZon Progressive lenses, Dr. Levin tripled the size of his business since 2006 when he started using **Eyemaginations**. Nationwide, an average of 14% of cataract patients upgrade to premium lenses including toric and presbyopia correcting lenses.¹ Dr. Levin currently has a **conversion rate of 40%**.

While many blame demographics and a poor economy for the lower national average, a survey of cataract patients shows that **20%-30% of the market would be willing to pay for premium lenses when properly educated about them.**² That alone is significantly higher than the current market penetration, and Dr. Levin’s practice shows that the conversion rate is less dependent on the economy and more in the control of the practice and how well new technologies and benefits are communicated to patients. By the time his patients get to the cataract surgeon, they have already been educated on the options and have made their decision regarding the type of IOL they wish to have.

Total Vision Eye Care collects a co-management fee of 20% of the surgeon’s charges for patients that are referred. When a patient that elects a standard IOL, the **average surgeon fee is \$700**, thus the co-management fee is **\$140 per patient**. When the patient elects a premium IOL, the **average surgeon fee is \$2,750**, which translates into a **\$600 co-management fee**.

Increasing the patient conversion rate from **14% to 40%** for premium IOLs results in almost tripling the co-management fees collected.

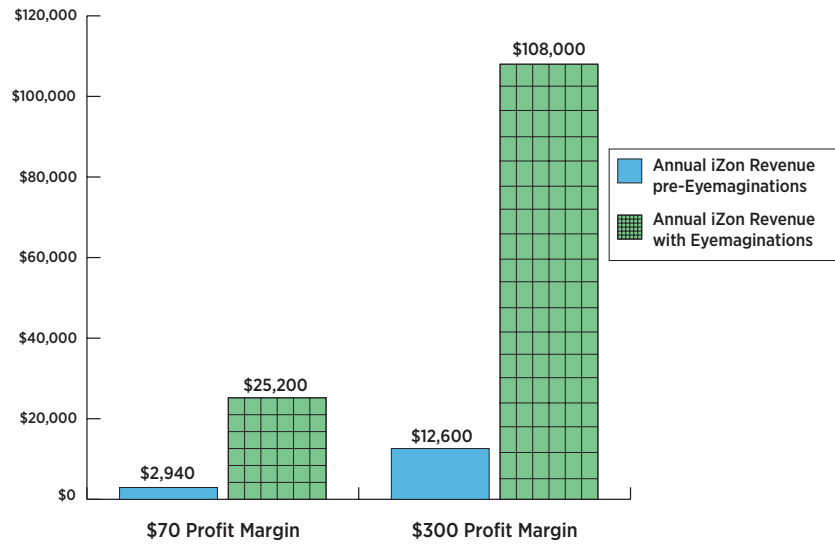


Figure 2. Annual Revenue from iZon sales shown if collecting national minimum or maximum profit margins. Figures based on sales total for Total Vision Eye Care.

Dr. Levin has had similar success with the educational program for iZon progressive lenses. When Total Vision Eye Care first started offering them out of one office location, 3 to 4 patients per month would elect the upgrade for their glasses. Now he shows his patients the LUMA videos that allow him to draw directly on the screen and explain exactly how wavefront technology works and the differences in visual clarity and glare with the upgraded lenses.

He now sells an average of 30 iZon lenses per month. Based on an average of 120 ophthalmic prescriptions per month in the one office that offers iZon, that is a 25% conversion rate, or an almost 10x increase in sales. With a minimum profit margin of \$70 per pair of iZon lenses and a maximum profit margin of \$300 per pair of glasses, the return on investment is significant.

Conclusion

Total Vision Eye Care uses the Eyemaginations suite of products in the office, on the Internet and via email. For the entire practice, the cost is under \$2k per year in subscription fees—relatively inexpensive when compared to the additional revenue generated.

But beyond the financial benefits, better patient education leads to more satisfied patients. This, combined with having the latest technology, drives further patient recommendations.

“There is no better way I could spend the extra five minutes I take to show a patient a LUMA video, not for patient satisfaction or for profit,” concludes Dr. Levin.

SOURCES:

1 Market Scope Quarterly Survey of US Cataract Surgeons. Q3 2011.

2 Bergmann Koury, C. (June 2011) Focus on Advanced IOL Issues: Premium IOL Conversion Rates: Why So Low? Cataract & Refractive Surgery Today. Retrieved from http://bmctoday.net/crstoday/2011/06/article.asp?f=focus-on-advanced-iol-issues-premium-iol-conversion-rateswhy-so-low.

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