

Improving Dry Eye Patient Care with a Systematic Approach to Meibomian Gland Dysfunction

Case Study: Northwest Dry Eye Center

Executive Summary: Northwest Dry Eye Center has adopted the TearScience® Dry Eye Solution as a systematic approach for identifying and treating Meibomian Gland Dysfunction (MGD). Dr. Paul Jensen's decision to implement the TearScience® solution has proven rewarding for patients and his practice. By helping numerous MGD sufferers, Dr. Jensen has grown his eye care practice through patient retention and referrals.



Northwest Dry Eye Center of Bellevue, Washington, was founded in October, 2012 by Dr. Jensen, a self-described rank-and-file optometrist. While working at a primary care practice in Bellevue, Washington, Dr. Jensen grew frustrated with his inability to properly diagnose and treat dry eye disease in that setting. Feeling compassion for the many frustrated patients who had seen four to five different eye doctors yet provided no help for their chronic, progressive dry eye problem, he began contemplating a way to more effectively manage these discouraged patients.

He recognized that the traditional approach to identifying dry eye disease was more random than intentional and that this often led to misdiagnosing and recommending ineffective treatments to patients. While several dry eye tests were commonly used as part of a traditional dry eye workup, he became increasingly aware that no test reliably identified the leading cause of dry eye, Meibomian Gland Dysfunction (MGD). Dr. Jensen realized that traditional therapies, such as warm compresses, lid scrubs and manual gland expression, were ineffective and led to patient dissatisfaction and therapeutic failure. Dr. Jensen began to search for a more systematic dry eye diagnostic approach, similar to what is used for glaucoma and cataract, and a treatment that effectively addressed the root cause of the problem, the obstructed Meibomian glands.

Dr. Jensen attended an industry event where he was introduced to the TearScience® Dry Eye Solution. The TearScience® in-office Dry Eye Solution includes the LipiView® Ocular Surface Interferometer and the LipiFlow® Thermal Pulsation System along with a simplified implementation plan, effective marketing tools, and proven post-installation implementation support, providing eye care professionals with a complete dry eye clinical and business franchise.

LipiView® is part of the TearScience® exclusive three-step process for use by eye care professionals along with their current regime, enhancing their ability to evaluate the patient condition. LipiView® provides an important way to visualize the tear film, obtain a value for a patients' lipid layer thickness and understand the number of incomplete blinks that occur during examination. LipiFlow® is a first line treatment for MGD that utilizes heat and gentle pulsatile pressure to unblock obstructed Meibomian glands.

"LipiView® allowed me to visualize specific findings for each patient and match the appropriate treatment to my diagnosis," said Dr. Jensen.

Northwest Dry Eye Center's Leader



Paul S. Jensen, O.D.
Dry Eye Disease Specialist

Dr. Jensen is an independent optometrist with a passion for helping patients suffering from dry eye. He is a 1986 graduate of the University of California at Berkeley, School of Optometry and was voted the Best Optometrist in Bellevue, Washington in 2012 and 2013. He is also an accomplished lecturer, researcher, and published author on ocular surface disease.

TearScience® provided comprehensive clinical training on the anatomy and physiology of dry eye disease at the time that the TearScience® medical devices were installed at his practice. TearScience® also provided ongoing staff training on the best practices for patient follow up and optimal practice flow.

“I’ve had great success with the TearScience Dry Eye Solution. I have differentiated my practice with a scientific, evidence-based approach to identifying and treating MGD.”

- Paul S. Jensen, OD

“LipiView® helps me confidently understand and explain patients’ dry eye condition. In turn, this gives patients confidence in me,” said Dr. Jensen.

“Patients are grateful for the relief that LipiFlow® provides,” added Dr. Jensen. “Happy patients have become one of my best advertisements. It was a smart decision to implement the TearScience® solution both for my patients and my practice.”

Dr. Jensen heavily promoted his practice as a dry eye center of excellence among the optometric and ophthalmic communities. He provides ongoing educational seminars for eye care professionals and positioned his dry eye center as the place with the most advanced technology. Now, the majority of his patients are referrals from other eye care practices.

“Numerous colleagues have referred patients or simply contacted me for advice on their dry eye cases,” commented Dr. Jensen. “It has been very rewarding to be entrusted with the care of my colleagues’ patients.”

Within several months, Northwest Dry Eye Center was showing a net positive income, after making its initial financial investment in the TearScience® Dry Eye Solution.

For full product and safety information, visit www.tearscience.com/physician/breakthroughtechnology/labeling-and-safety/.

Northwest’s Dry Eye Center’s Formula for Success:

Commitment for Improved Dry Eye Care

Dr. Jensen was fully committed to changing his approach to dry eye patient care. He explored different options and therapies, then selected the TearScience® Dry Eye Solution because he believed it worked and would help him meet his goal for improved patient care.

Expert Guidance

Dr. Jensen utilized the TearScience® experts for training and guidance on the best practices for implementing a new dry eye service. The TearScience® team made specific recommendations for maximizing patient flow and achieving high patient satisfaction.

Establish Dry Eye Expertise

Through dry eye education seminars, Dr. Jensen established the Northwest Dry Eye Center as the go-to place for dry eye in the northwest region of the U.S. His knowledge and prolific use of the TearScience® Dry Eye Solution have earned him a reputation as a leader in dry eye care among eye care professionals.