



# The Medical Model and the Optometric Practice

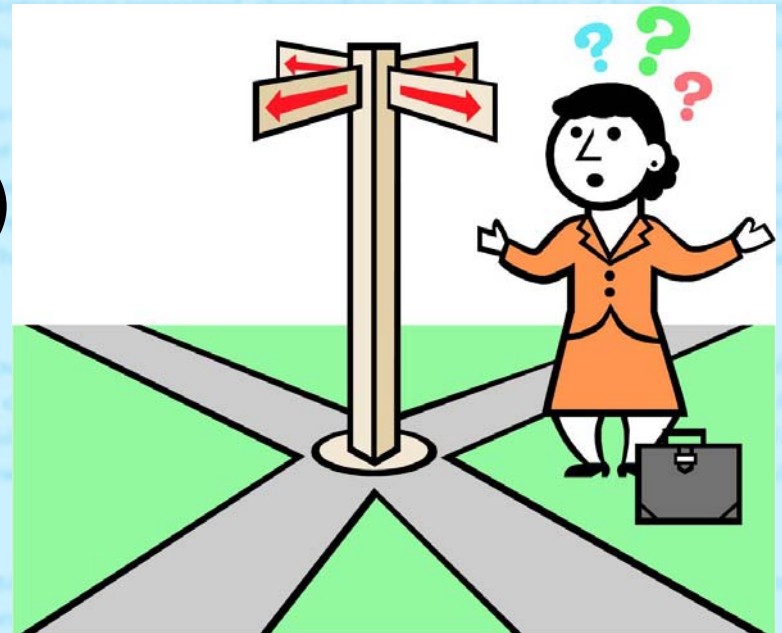
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# The Medical Model and the Optometric Practice

■ “ There seems to be confusion on what is the definition of the medical model ?”

■ ( Marge that is You)



# The Medical Model and the Optometric Practice

33%	33%	33%
- I want the best price	- I want a fair price, convenience and good basic service	- I want the best Eye Care
- Price Driven	- Glasses and Location driven	- Medical Model: Doctor driven

# The Medical Model and the Private Optometric Practice

## ■ The Economy :

### ■ Stabilizer

- People still get sick
- When sick they want the best care and will use their medical insurance
- They search out for the best in the market ( word of mouth and fees)

## ■ The Managed ( discounted) Care

### ■ Neutralizer

- Lost leader for medical treatment? Sad but true
- Glasses sales without the best price
- They do not need to price shop. 100% covered?

## ■ The 2 pair for \$99 advertisements

### ■ Equalizer

- Let the glasses go! Treat the disease
- If you can't beat em, do not try- Raise your Fees
- You can only be who you are and that is a good thing

# The Medical Model and the Optometric Practice- NOT

- It is not about purchasing a retinal camera
- It is not about purchasing of any equipment
- It is not about adopting a medical testing profit center

# The Medical Model and the Optometric Practice

■ It is about...Doctor/ Patient Centered

Philosophy of  
Practice



# The Medical Model and the Optometric Practice

■ Medical / Optometric Practice Philosophy

■ Patient centered approach to Eye Care

■ Higher level of Professionalism that permeates the entire office



# The Medical Model and the Optometric Practice

## ■ Eye Examinations

### ■ Medical VS Refractive

### ■ Medical insurance VS Eye Care Plans

### ■ Fees ( highest level in the market)



# The Medical Model and the Optometric Practice

## ■ Therapeutics and Treatment Strategies

- Glaucoma
- Retinal Disease
- Ocular Surface Disease

## ■ Optometric Specialties

- Low Vision
- Sports Vision
- Pediatrics

# The Medical Model and the Optometric Practice-Contact Lenses

ALLERGY: Treat the Itch Without a Hitch, p. 55

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## REVIEW OF OPTOMETRY

www.revoptom.com

**The Medical Model Contact Lens Evaluation**

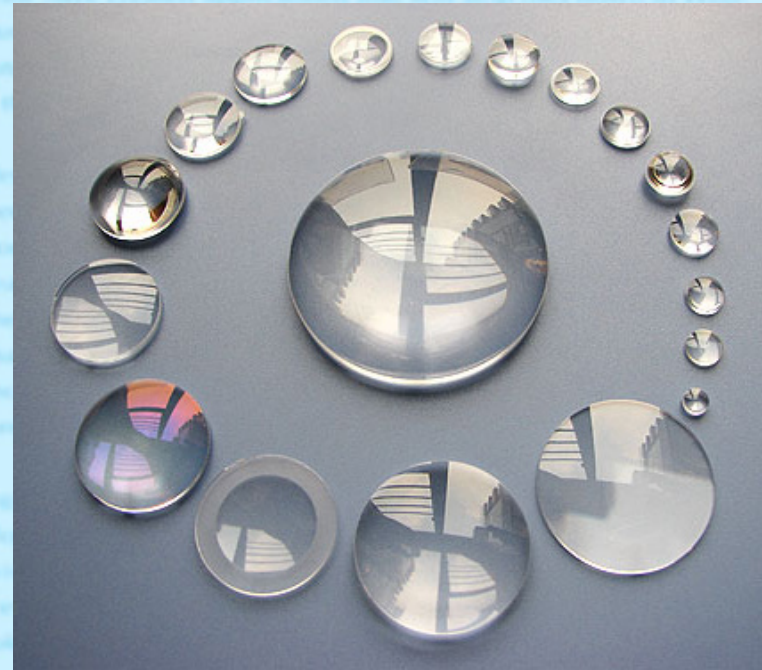
This method of evaluation is a comprehensive assessment that you should perform on all your current and potential patients. **P.66**

**ALSO INSIDE:**

- How to Thrive When Patients Rate You Online, p. 35
- Which Drop for Dry Eye?, p. 48
- A Case of MEWDS Managed In-House, p. 80
- Technology is Key to Iris Lesion Diagnosis, p. 83

# The Medical Model and the Optometric Practice- Lenses

- Optical Lenses- The future??
- Specialty Optical lenses
  - Wave Order Aberration Lenses
  - Free Form Lenses
  - 100<sup>th</sup> diopter high definition lenses



- The Medical Model practice will adopt but only if there is enough profit to train , present , and service the patient.
- This is the technology of the Medical model practice

# The Medical Model and the Optometric Practice- Profile

1. Members of AOA
2. CE: Always has more than needed: Attends the AOA and AAO meeting
3. Of course VISION EXPO
4. Highest fees in the market
5. Well trained: Well paid staff
6. Technology driven
  - Retinal Camera
  - Visual fields ( probably 2 types)
  - Retinal Scanners ( you only get paid for one)
  - OCT
  - HRT or GDx
  - Topographers
  - Pachymeters
  - Gonioscopes
  - Anterior segment camera
7. Electronic Medical Records
8. Optical sales less than 40% OK , exam only at 50%: not an issue

# The Medical Model and the Optometric Practice

■ NO CONFUSION

■ The Medical Model Practitioner knows who they are and how the model works

■ They are

The Family Primary Eye Care Doctor





# The Medical Model and the Optometric Practice

Thanks for your attention.

May the Medical Optometric Model be with you!!!