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)
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<tr>
<th>33%</th>
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<tbody>
<tr>
<td>- I want the best price</td>
<td>- I want a fair price, convenience and good basic service</td>
<td>- I want the best Eye Care</td>
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<tr>
<td>- Price Driven</td>
<td>- Glasses and Location driven</td>
<td>- Medical Model: Doctor driven</td>
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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
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- 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
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It is about…Doctor/ Patient Centered

Philosophy of Practice
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Medical / Optometric Practice Philosophy

Patient centered approach to Eye Care

Higher level of Professionalism that permeates the entire office
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1) Eye Examinations
2) Therapeutics and Treatment Strategies
3) Contact Lenses
4) Optical Lenses
5) Frames? No medical model BUT
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- Eye Examinations
- Medical VS Refractive
- Medical insurance VS Eye Care Plans
- Fees (highest level in the market)
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- 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
The Medical Model and the Optometric Practice - Lenses

- Optical Lenses - The future??
- Specialty Optical lenses
  - Wave Order Aberration Lenses
  - Free Form Lenses
  - 100th 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
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NO CONFUSION

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

They are

The Family Primary Eye Care Doctor
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Thanks for you attention.

May the Medical Optometric Model be with you!!!