

Vision Source™ OD

STRATEGIES FOR SUCCESS IN VISION SOURCE PRACTICES

SECOND QUARTER 2011

Brand New at 20

Vision Source unveils new branding theme and more at its 20th anniversary North American Meeting



Vision Source



Provide Visual Education

New instrumentation helps provide better patient education and improves patient retention

Rob Currence, OD, believes in the power of educating his patients. "Patients with long-term conditions such as glaucoma know they will be using eye drops for a long time, but to encourage compliance they need to understand why," he says. "Their motivation can run thin after a while, so it helps when I can use images and easy-to-read printouts to illustrate my explanations." Dr. Currence shares testing results from his Heidelberg SPECTRALIS® OCT when he works with glaucoma patients, as well as individuals with macular degeneration, retinal detachments, vascular blockage, staphyloma and other conditions.



Dr. Currence

He added the SPECTRALIS to his practice last October, about a year after transitioning from a corporate setting to an independent practice in Billings, Mont. Dr. Currence knew there were a lot of changes in his future. The larger office space provided the perfect opportunity to increase the medical focus of his practice. "The SPECTRALIS OCT has helped us to do that, now that we have more room for instrumentation," he says.

This type of technology is important to Dr. Currence's practice since he sees so many patients with eye diseases. Previously he had no choice but to refer these patients to other

doctors. "When I would refer to the local glaucoma specialist, it was often a one-way street," he admits. But that has changed with the SPECTRALIS because he can manage these patients more effectively and refer them appropriately for laser or surgical intervention. "The SPECTRALIS has allowed us to retain a tremendous number of glaucoma patients. It's a game-changer," he says.

When Dr. Currence was deciding which OCT to purchase, the SPECTRALIS rose to the top of the list for several reasons. "I like the resolution of the images and the new normative database for comparing the nerve fiber layer thickness," he says. "It's extremely precise. The SPECTRALIS is also easy to use. We often get a great image on the first time through. Patients are very tolerant of the SPECTRALIS OCT procedure," Dr. Currence says.

Dr. Currence and his patients also appreciate the "multi-modality imaging" of SPECTRALIS. With this technology, he can review and share OCT, infrared and BluePeak™ blue laser autofluorescence images. In addition, the unique TruTrack™ active eye-tracking feature enables precise follow-up scanning.

Both BluePeak and TruTrack have been significant in helping patients understand

their conditions. "With TruTrack, the system locks onto the exact same place every time you run the scan," Dr. Currence says.

"This provides greater precision and confidence during follow up. With BluePeak technology, I can show patients the extent of any RPE loss as well as areas of increased metabolic activity. Since they have been hearing about dry macular degeneration, this type of image is of great interest to them. It's fantastic when people can see their eyes in a totally different way. You can see the light bulb come on when they understand what's going on."

Dr. Currence says Heidelberg's support is fantastic. His initial and follow-up training ran smoothly, and he says his team is very comfortable using the SPECTRALIS after only a few months.

"It's nice to tell patients this is state-of-the-art instrumentation, and it has positioned us very well among eye care providers in our community," Dr. Currence says. "By using the SPECTRALIS, we are detecting and monitoring diseases and conditions earlier and more thoroughly; it is truly transforming our practice." ✨



SPECTRALIS® OCT

PARTNER NEWS

Ferragamo Signs New License with Marchon

Salvatore Ferragamo SpA, holding company of the Ferragamo Group, one of the world's leading players in the luxury sector, has signed a licensing agreement with Marchon Group.

The agreement covers the design, distribution, promotion and sale worldwide of sunglasses and prescription eyewear for both men and women. The Salvatore Ferragamo eyewear collection will debut at retail in January 2012.

The agreement with Marchon, will aim to further expand the presence of Salvatore Ferragamo eyewear in markets around the world. The collections will be sold in Ferragamo shops, department and specialty stores and select optical shops worldwide. ✨

Spring Fling



Attendees had a choice of free-time activities.

In May, Oregon and SW Washington Vision Source members held their 4th Annual Spring Fling in beautiful Bend, Ore., and for the first time included VSR members. Administrators **Randall Corey, OD**, and **Allan Hudson, OD**, gained support from sponsors Essilor, Transitions, CooperVision, TLC, OOGP, Eyefinity, Marchon, Paragon and

Heidelberg. The event combined CE and fun-filled activities such as golf, white water rafting, horseback riding, lawn games and shopping. Keynote speaker **Pete Kehoe, OD**, provided a follow up to the Vision Source Experience held in the region, including doctor-driven dispensing, use of TruClear lenses, dispensary marketing and pricing strategies. ✨