

Building a Specialty Lens Practice  
Taking it to the Next Level

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**Course Description**

So you've decided to specialize in contact lenses or have established a specialty lens practice, now what? This course will guide both the novice and advanced specialty lens practitioner on how to increase success in building and growing a specialty lens practice. It will describe how providers in specialty lens practices thrive on all things contact lens and are expert in fitting lenses even on the most challenging eyes.

**Objectives**

1. Explain how to evolve a private optometric practice focused on routine and retinal medical care to one focused on specialty contact lenses.
2. Participants will learn how to staff, train, and equip a specialty lens practice.
3. Explain how to create and maintain referrals from other practitioners
4. Explain what marketing strategies are key to success in specialty lenses
5. Help avoid unsatisfied patients and lens returns even in the most challenging cases

## **Outline (50 minutes)**

1. Becoming a specialty lens expert (5 mins)
  - 1.1. Residency/Fellowship
  - 1.2. Apprenticeship and work experience
    - 1.2.1. Importance of a good mentor
  - 1.3. Continuing education
  - 1.4. Leadership and giving back
    - 1.4.1. Levels of leadership
      - 1.4.1.1. Local, state, national, international
    - 1.4.2. Research
    - 1.4.3. KOL
    - 1.4.4. Columnist
    - 1.4.5. Committee member
2. Clinical case presentations (5 mins)
  - 2.1. A Case for a corneal lens
  - 2.2. A Case for a scleral lens
3. Flipping a routine/medical practice into a specialty lens practice (10 mins)
  - 3.1. Purchasing the right practice in the right place at the right time
    - 3.1.1. How to select a location
    - 3.1.2. Discuss opportunities
  - 3.2. Building demand (10 mins)
    - 3.2.1. Asking for and getting referrals and delivering results
      - 3.2.1.1. OD referrals
      - 3.2.1.2. OMD referrals
      - 3.2.1.3. PCP
      - 3.2.1.4. Endocrinologists, Rheumatologists, Oncologists
    - 3.2.2. How to maintain referrals, how often to reach out
    - 3.2.3. Become a leader
    - 3.2.4. Credentialing
  - 3.3. Stepwise equipping and expanding
4. Business case presentation (5 mins)
  - 4.1. Importance of a contact lens coordinator
    - 4.1.1. Concierge point of contact with patients
      - 4.1.1.1. Scheduling to post fit questions
    - 4.1.2. Track lenses
    - 4.1.3. Specialty lens billing
    - 4.1.4. ABN patients
5. Staff, equipment/instrumentation, and supplies (10 mins)
  - 5.1. Special staff considerations
    - 5.1.1. Contact lens coordinator
    - 5.1.2. Refracting technician
    - 5.1.3. Scribing
    - 5.1.4. Staff education

- 5.1.5. Insertion and removal
- 5.2. Data driven management
  - 5.2.1. SEO
  - 5.2.2. Social Media: Instagram, Facebook, Twitter, LinkedIn
  - 5.2.3. Google Ads
  - 5.2.4. Website, content and upgrades
- 5.3. Equipment
  - 5.3.1. Must have equipment vs would be nice
    - 5.3.1.1. Dr. Woo and Dr. Kramer discuss differences in their own practices
  - 5.3.2. Fitting sets
  - 5.3.3. Topographer, scleral profiler, OCT, specular microscope, lens modification unit, lensometers, anterior segment camera, anterior segment optimized slit lamp, pachymeter, meibomian gland expression and lid debridement, mirrors
- 5.4. Supplies
  - 5.4.1. Cleaning and storage solutions, contact lens cases, Dalsy adaptives, plungers, artificial tears, NaCl solution, hypochlorous acid, punctal plugs, amniotic membranes
- 6. Charting, billing, and coding (5 mins)
  - 6.1. Record keeping and medical decision making
    - 6.1.1. Electronic medical records
    - 6.1.2. Special testing and interpretation of results
    - 6.1.3. Sharing findings with patients
  - 6.2. Billing
    - 6.2.1. Patients
    - 6.2.2. Medical insurance
    - 6.2.3. Vision plans
    - 6.2.4. ABN
      - 6.2.4.1. How to bill for follow-ups and when/how much to refund if necessary