

An Interview with the Editor: Moving into 2023 Learn and Move into the future. My best practice tips.

Description:

In this course we will review discuss challenges from the past and look at trends as they help us adapt for the future. We will evaluate optical and retail challenges and best practices. We will review best practices from our readers in patient management and look for ways we can use these learnings to excel in the future. A fireside chat with the editor to be better prepare for the upcoming challenges.

Objectives:

1. To determine what challenges are most common in eyecare today and how we can address them and create opportunities for the future.
2. We will look at what best practices we see around disease and practice management.
3. We will discuss ways to recruit, train and retain team members
4. We will look at the trends in purchasing patterns amongst eyecare providers and best practices for future growth.

Outline:

- A. Introductions of speakers and their background and how they are involved currently in eyecare
  - a. Erinn Morgan
  - b. April Jasper
  - c. Mark Durrick
- B. What are some of the trends you are seeing in optical from 2021 and 2022?
  - a. Patient Purchasing patterns in optical
    - i. Type of frames
    - ii. Price category of frames
    - iii. Lens types that are trending and for which groups of customers
    - iv. Lens treatments that are trending and for which groups of customers
    - v. Why are we seeing these trends
  - b. Details behind purchasing patterns
    - i. How long will these trends continue?
    - ii. How might we expect these trends to change?
    - iii. What can we do to better adapt to these trends?
  - c. Frequency of purchases
    - i. Timing between purchases
    - ii. Quantity of purchases
  - d. Patient exam trends
    - i. Type of exams that are increasing and decreasing in frequency
    - ii. Any insurance changes we are seeing and how they are influencing patient exam behaviors
  - e. Patient Purchasing patterns in Contact lenses
    - i. Types of contact lens purchase behaviors
    - ii. Category of contact lenses and trends in fits and purchases
    - iii. What do we expect future trends to be?
- C. What are some of the challenges you have seen in optical/retail?
  - a. Retail challenges?
    - i. Merchandising
    - ii. Product acquisition/turnover
    - iii. Pricing
  - b. Purchasing challenges?
  - c. Staff challenges
    - i. Hiring the right people
    - ii. Training the team
    - iii. Keeping the team
  - d. Competitive challenges
    - i. Product
    - ii. Marketing
- D. What are some of the best practices you have seen implemented in Optical as related to the challenges and trends above?
  - a. Frames
  - b. Lenses
  - c. Accessories
- E. What are some of the best practices you have seen implemented in Contact Lenses as related to the challenges and trends above?

- a. Modalities
  - b. Annual Supplies
  - c. Specialty
  - d. Increasing capture rate
- F. What are some of the best practices you have seen in Patient Care?
- a. Pretesting
  - b. Special testing
  - c. Referrals
  - d. Co-management
  - e. Exam
  - f. Associate doctor integration into the practice
- G. What are some of the best practices you have seen in Patient Management?
- a. Disease management
    - i. Diabetes
    - ii. Glaucoma
    - iii. Macular Degeneration
    - iv. Presbyopia
    - v. Myopia
    - vi. Other Refractive Error
    - vii. Cataracts
    - viii. Low Vision
    - ix. Vision Therapy
  - b. Patient recall
    - i. Scheduling return visits
    - ii. Managing return visits
    - iii. Communication with specialists
  - c. Technology for patient management
    - i. What to buy
    - ii. When to buy
    - iii. How to implement
    - iv. How to train the team
    - v. How to bill for services
    - vi. How to increase utilization
    - vii. Why technology is needed
- H. What are some of the best examples you have seen of innovation in practice to address past challenges and why?
- a. Optical examples
    - i. Practice renovation
    - ii. Bringing in a new line
    - iii. Opening a new practice
  - b. Contact Lens examples
    - i. Specialty
    - ii. Sales
  - c. Disease management examples
    - i. Protocols
    - ii. Building relationships
    - iii. Bringing in new technology

- d. Staff training, hiring, motivation and implementation
    - i. Finding resources that are effective
    - ii. Utilizing your partners
- I. What words of wisdom would you leave our attendees with as we move into 2023 based on your knowledge of the industry?
  - a. Erinn
  - b. April
  - c. Mark