

The Low Vision Testing Procedure: Results and Financial Success – part 2

Richard J. Shuldiner, OD, FAAO

Best Education for Patient Care and Business Management
**OPTOMETRIC
Management
SYMPOSIUM**

The Low Vision Testing Procedure: Results and Financial Success – part 2

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Richard J. Shuldiner, OD, FAAO,
has no financial interests to disclose.



Who is this Shuldiner guy and what entitles him to speak?

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Pennsylvania College of Optometry 1970
Private Practice, Poughkeepsie New York 1973 – 1993

LOW VISION EXPERIENCE

-Independent study with Robert Gold, OD, Low Vision Diplomate 1974
-Independent study with William Feinbloom, OD, Ph. D., 1980
-New York Lighthouse Low Vision Service, Founder & Clinical Director
of Uptake Clinics, with Eleanor Raye, MD & Bruce Rosenthal, OD 1981-1993
-Low Vision Diplomate Emeritus, American Academy of Optometry 1988-present
-Low Vision Optometry of Southern California 1994-present
A new model for providing low vision care in the private practice setting as
distinct from the non-profit, agency based model for providing low vision care.
-Founder/President, The International Academy of Low Vision Specialists 2006-Present
-Chief Clinical Editor, *Managing Low Vision e-Newsletter*, Optometric Mgt. 2018-Present
-COPE approved CE lectures at Vision Expo East & West, Russia, Ukraine, 1985-present
Belarus, China, Africa, & Israel

The Definition of Low Vision

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Fully corrected VISION
which is insufficient TO DO what you want to do.

The Definition of Low Vision

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**LOW VISION IS ABOUT
DOING
NOT SEEING!**

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**PRODUCING PATIENT RESULTS
PRODUCING FINANCIAL SUCCESS**

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IT STARTS WITH WHO I AM: WIN/WIN

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THE PATIENT MUST SAY THEY BENEFIT

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THE DOCTOR MUST MAKE MONEY

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WIN/WIN: BOTH MUST OCCUR:
The patient must say they benefit.
The Doctor must make money.

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THE PATIENT MUST SAY THEY BENEFIT

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We need the right patient.

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We need a reasonable amount of **vision**.
and
We need reasonable **goals (tasks)**.

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We need a phone conversation with the
patient or someone who knows the patient

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THE SHULDINER PHONE CONVERSATION TEMPLATE

1. GET INFORMATION / WHAT TO LISTEN FOR:
 - A. Amount of vision the patient has now.
 - B. The diagnosis.
 - C. The tasks they want to be able to do.
 - D. Logistics: can they get to the office.
 - E. Cognitive abilities / motivation.
 - F. Affordability.
2. GIVE INFORMATION
 - A. A prediction for success
 - B. What the exam will be like
 - C. Demonstrators
 - D. Costs
 - E. Cosmesis
3. MAKE THE APPOINTMENT



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THE SHULDINER 12 STEP LOW VISION EVALUATION

SOME REMARKS ABOUT "The Shuldiner 12 Step"

I designed it in 1996 for the private practicing optometrist and takes exactly one hour to complete.

It's success has been proven over the past 20+ years by the IALVS low vision optometrists in the USA and Canada.

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THE SHULDINER 12 STEP LOW VISION EVALUATION

- 1 CREATING RELATIONSHIP
- 2 OPENING STATEMENTS
- 3 CASE HISTORY (in 2 minutes)
- 4 THE WISH LIST
- 5 DISTANCE ACUITY / REFRACTIVE STATUS
- 6 NEAR ACUITY
- 7 STOP AND TALK 1
- 8 NEAR TASK HELP
- 9 INTERMEDIATE TASK HELP
- 10 DISTANCE TASK HELP
- 11 STOP & TALK 2
- 12 SHUT UP AND LISTEN

**PRESCRIBING FOR PATIENT SATISFACTION
AND FINANCIAL VIABILITY:
*THE SHULDINER PHILOSOPHY***

THE SHULDINER PHILOSOPHY

1. YOU MUST PROVIDE PROFESSIONAL, ETHICAL, and EXCELLENT SERVICE.

If you don't, you develop a poor reputation and no one will come to see you.

THE SHULDINER PHILOSOPHY

2. YOU MUST BE FINANCIALLY VIABLE (aka: you must make money)

If you don't, you will go out of business and can't help anyone.

THE SHULDINER PHILOSOPHY

3. YOU ARE NOT THE PATIENT'S FINANCIAL MANAGER OR CONSULTANT.

YOU ARE THEIR LOW VISION OPTOMETRIST.

THE SHULDINER PHILOSOPHY

4. THE BEST DEVICES FOR THE PATIENT ARE PRESCRIPTION DEVICES, NOT OTC.
5. PEOPLE PREFER LOW VISION DEVICES IN THE FORM OF GLASSES, IF POSSIBLE.

The Definition of Low Vision

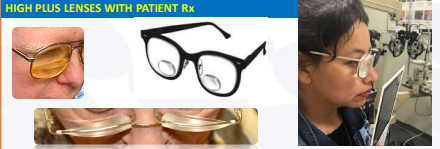
**LOW VISION IS ABOUT
DOING
NOT SEEING!**

**THE MOST COMMON TASKS PEOPLE
WITH LOW VISION WANT TO DO:
READING / DRIVING / TV / FACES**

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READING

HIGH PLUS LENSES WITH PATIENT Rx



OPTOMETRIC
Management
SYMPOSIUM


READING

HAND / STAND MAGNIFIERS NO PATIENT Rx



OPTOMETRIC
Management
SYMPOSIUM

DRIVING



OPTOMETRIC
Management
SYMPOSIUM

TV / FACES



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THE SHULDINER PHILOSOPHY
MORE INFORMATION ON

WHAT LOW VISION DEVICES ARE AVAILABLE

Google: www.WOOU.org
PAST EVENTS

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THE SHULDINER PHILOSOPHY



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Managing Low Vision


Welcome to Optometric Management Managing Low Vision!



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WWW.OPTOMETRICMANAGEMENT.COM/NEWSLETTERS/MANAGING-LOW-VISION

About Our Editor



Richard Shuldiner, OD, FFAO is the Founder and President of the International Academy of Low Vision Specialists. The IALVS consists of 50 low vision optometrists throughout the USA and Canada personally trained by Dr. Shuldiner. Dr. Shuldiner is Clinical Director of Low Vision Optometry of Southern California and has seen over 10,000 low vision patients in his 45-year career. His impressive patient list includes the late actress Jane Russell, astronaut Carol Shelby, as well as Margie Curatie and Francis Capra. He received his OD degree in 1970 from Pennsylvania College of Optometry and has been recognized as a Low Vision Optometrist by the American Academy of Optometry since 1988.


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Managing Low Vision

Welcome to Optometric Management Managing Low Vision!




Managing LOW VISION

This monthly newsletter from Optometric Management focuses on how to diagnose, treat and manage low vision effectively and efficiently in an optometric practice.

WWW.OPTOMETRICMANAGEMENT.COM/NEWSLETTERS/MANAGING-LOW-VISION

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