

## Course Outline:

### Why implement myopia control into your practice?

- Health – early cataracts, glaucoma, and risk of retinal detachment
- It's a disease and not a refractive error and has become an epidemic
- Occupations: emergency, military, pilots
- Better self-esteem
- Great for sports
- Poor candidates for refractive surgery
- Reduces the risk of future complications

### Profitability:

- Private Pay
- Annual eye exams
- Loyal patients
- Glasses needed

### Clinical:

- Increasing prevalence and severity of myopia with an incidence of 50% of the population will develop myopia by 2050
  - Genetics vs environmental factors
- Form deprivation myopia and lens compensation studies
- Measure refractive error, axial length- 26mm, corneal topography

### Current Approaches:

- Pharmaceuticals- atropine studies reviewed
- Contact lenses- Multifocals- MiSight and NaturalVue vs orthokeratology- 50% reduction in myopic refractive error progression and 45% reduction in axial length
- Glasses- DIMS, Myosmart, and Sightglass
- Behavioral changes- outdoor studies
- Combination therapy – atropine and contact lenses

### Internal marketing:

- Current patient database
- Staff training
- Fit employees' family members
- Emails
- Signage and reception videos in the office
- Testimonials around office

### External marketing:

- Website – SEO
- Referrals from other doctors
- Social media- Facebook, Instagram, youtube

- Pediatricians, teachers, ophthalmologists

#### Setting fees:

- Chair costs
- Parents attitudes
- Degree of myopia
- Siblings
- Financing
- Referrals

#### Effective consultations:

- Planting seeds
- Assess the risk with refraction
- Review contact lens safety in children and review – CLIP study and ACHIEVE study
- After an eye exam? Different day?
- Does the doctor or staff do consultation?
- Family history- parents, siblings myopic, rate of progression of parental myopia
- Corneal topography
- Axial length
- Ocular history
- Hobbies
- Digital device usage/ time spent on near tasks
- Telehealth / phone consultations

#### Education:

- Conferences
- Mymopia.org
- Review of myopia management
- Facebook groups
- Blogs