

By The Numbers – OD Follows Metrics For Continual Improvement



Practice Information: Full Spectrum Family Vision Care , Cape Coral, FL
Optometrist: Heather Trapheagen, OD
Device: *California* upgrade
Reasons for Purchase: optomap image quality, higher standard of care, patient education

“In the beginning, it was a slow process,” she says. “I knew I wanted to add technology over time, but with the timing of opening in 2008 during the recession, I didn’t want to be overwhelmed with debt.”

By 2016, Dr. Trapheagen began looking to upgrade her retinal camera for one with a wider view of the periphery. For her clinical eye care setting, she chose *Daytona* from Optos with its single-capture ultra-widefield view. “I wanted to be able capture and document patient pathology for year-over-year monitoring and treatment,” she says.

She made up her mind when her 9-year-old son was able to sit down and successfully trial the technology at a convention. She knew, then, that it would work on her more difficult patients.

For the first year, she mostly utilized *Daytona* for documentation of medical cases. There was also signage in the office and verbal discussions with routine eye care patients, leading to a 30 percent acceptance rate for the **optomap** imaging.

Increasing acceptance rate

She saw an opportunity to improve that metric with more consistent education. Dr. Trapheagen incorporated patient education documents in order to explain the technology, what it was being used for any why it is important to document the retina. The staff presents it to patients, adding that “Dr. Heather recommends this every year for every patient.” The strategy nearly doubled the acceptance rate to 55 percent.

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" The 3D Wrap tool helps patients understand what they are looking at inside their eye."

Dr. Trapheagen on her *California* device

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“Some patients want to talk to me,” but it usually doesn’t take a long conversation before they say yes.

Doctors will make back their investment with Optos, she says, adding that even with her minimal integration for medical care, she was making a profit. “I’m a numbers person to this day,” and she keeps a detailed spreadsheet to see the return on her instrumentation. “I like to see how it pays for itself or even doubles covering the instrument payment.”

She’s adapted her forms in an effort to limit patients’ time in the office, the form details how **optomap** technology is fast, efficient and thorough. It’s increased her acceptance rate even further. “Patients who never have opted for it before are doing so now, and when I show them this technology, it has a wow factor.” She’s even waiving the fee for imaging those who can’t afford it during this challenging time so that she has a baseline for her records.

Patient education and diagnoses

One of her favorite features is the 3D Wrap™ tool. “It helps patients understand what they are looking at inside their eye,” she says. “I can show them where their pathology it is located on their retina.” The images are also great for sending back to primary care physicians, such as with her diabetic patients. “I add HIPAA-compliant images with the report for an extra touch in our communications.”

As she expected it would, the technology allows her to see into the periphery at times beyond her capabilities with dilation. Dr. Trapheagen recalls an 18-year-old who came in for a wellness exam before college. She had no vision complaints, but when Dr. Trapheagen reviewed the images, she saw a retinal hole with fluid around the cuff. “It was leaking into the surrounding retina, and when I dilated her, I had a difficult timeseeing it that way.” After explaining her findings to the patient and her mother, she referred them with the images to a retinal specialist who she had been working with for years; the MD congratulated her finding and treated the patient.

Upgrade offers enhancements

Last year, Dr. Trapheagen upgraded to **California**. The device is even more user-friendly and the images were more vivid and the highest resolution. The **California** came along when she relocated to a bigger office. Now she’s considering adding a second **California** to improve efficiency and eliminate bottlenecks as she and her new associate share the space. She’s thankful for the support from Optos if she ever needs to troubleshoot an issue or when she brings on new staff for training. When she moved into her new office and was without internet for six weeks, Optos helped her figure out how to transfer screenshots of the images to review in the exam room. “Our representative has reviewed everything with us and gives us great hints and techniques,” Dr. Trapheagen says.



As seen in VSOD magazine



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