



BUSINESS *of* REFRACTIVE
CATARACT SURGERY

— SUMMIT —

Keeping in Touch: An Exercise in Repetition

Nicole Fram, MD

Advanced Vision Care, Los Angeles, CA



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Esteemed Panel



Vance Thompson, MD



Jamie Johannesen

Pre-Operative Connection

- Concept of the “therapeutic relationship”
 - Listening:
 - How do you feel about your vision?
 - What do you do all day?
 - Mirroring:
 - What does the patient value?
 - Commitment
 - Explaining the patient journey
 - Commitment to a good outcome

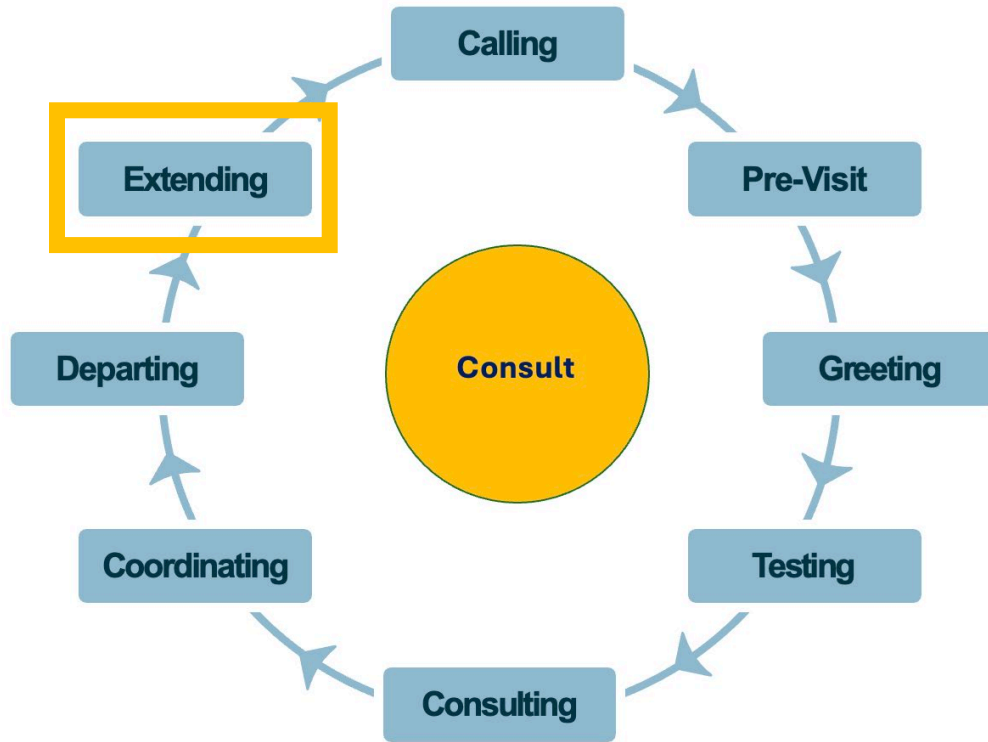


Pre-Operative Connection

- **Confirming and Repeating:**
 - Technology choice
 - Caveats of the technology
- **Distance**
 - Not implanting a telescope
 - Need for reading glasses for computer/phone and reading a book
- **Monovision/Blended Vision**
 - 80/20 rule
- **Trifocal/Multifocal**
 - 90/10 rule
 - Neuroadaptation to rings around lights/halos/glare

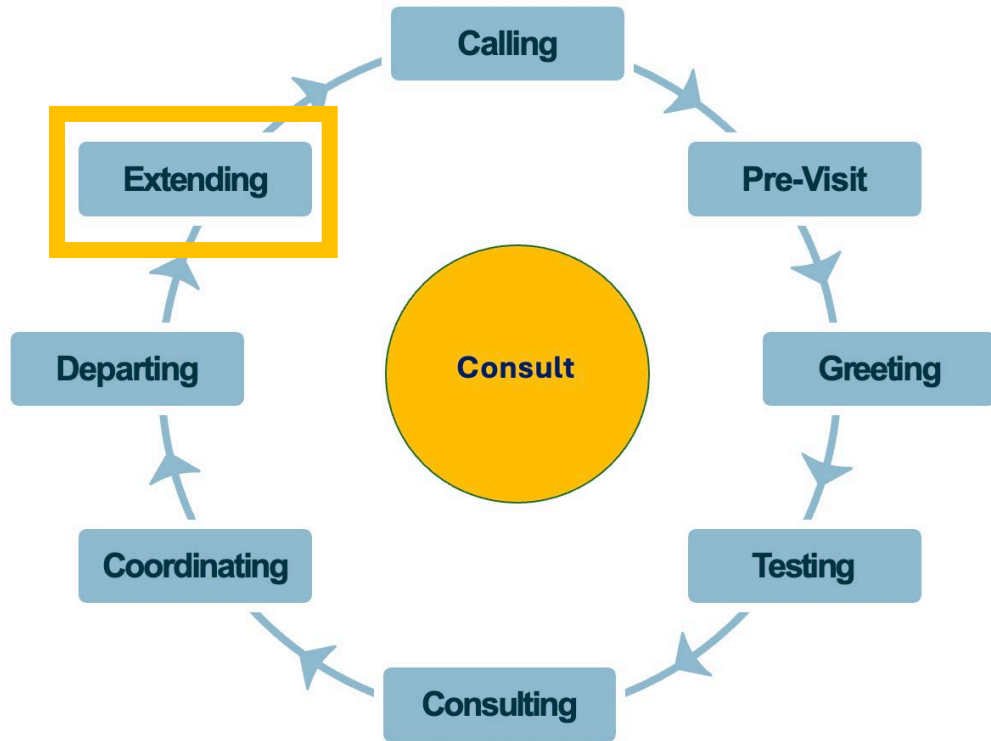


The Advanced IOL Patient Experience Cycle



Extending: after the patient leave our office, our team will call and set up the patients post op appointment with their local doctor, or make them with us, whichever the patient prefers. We always encourage our referred patients to return to their local optometrist for all their routine post op appointments. Our office will mail out that information once scheduled. Our surgical team will also call the patient a couple days before surgery, giving them a check in time and tell them any instructions they will need to know before surgery.

The Advanced IOL Patient Experience Cycle



We also have what is called *just in time information* that our team sends the patient at different phases of the process. They will get a video sent to them once they schedule their appointment giving them an introduction to their doctor team and an idea of what to expect at their initial visit. Once surgery is scheduled, they will receive a video that talks them through what to expect when they arrive on day of surgery.

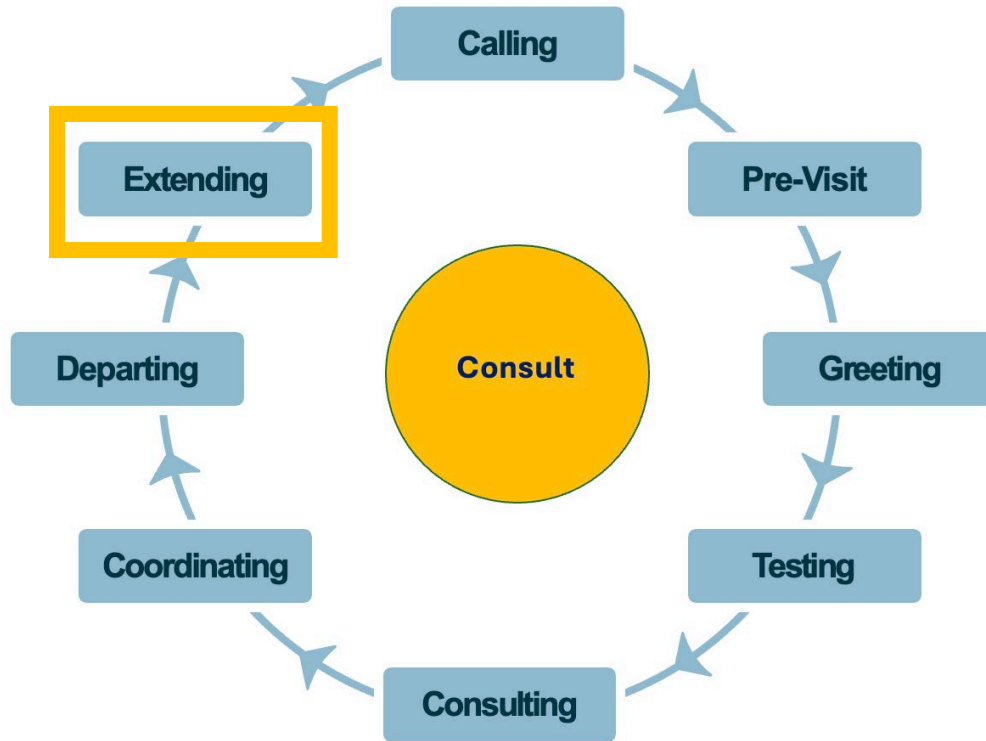
Just in time information:

Peri-Operative Connection

- Call patient the night before surgery
 - Helps with anxiety and calms the patient
 - Decreases compliance issues and likelihood of cancellations
- “Vocal Local”-Bob Osher, MD”
 - Explain the process of surgery
 - Reassurance increases cooperation
 - Confirming the surgery went well immediately after



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Just in time information:

Day of surgery video:

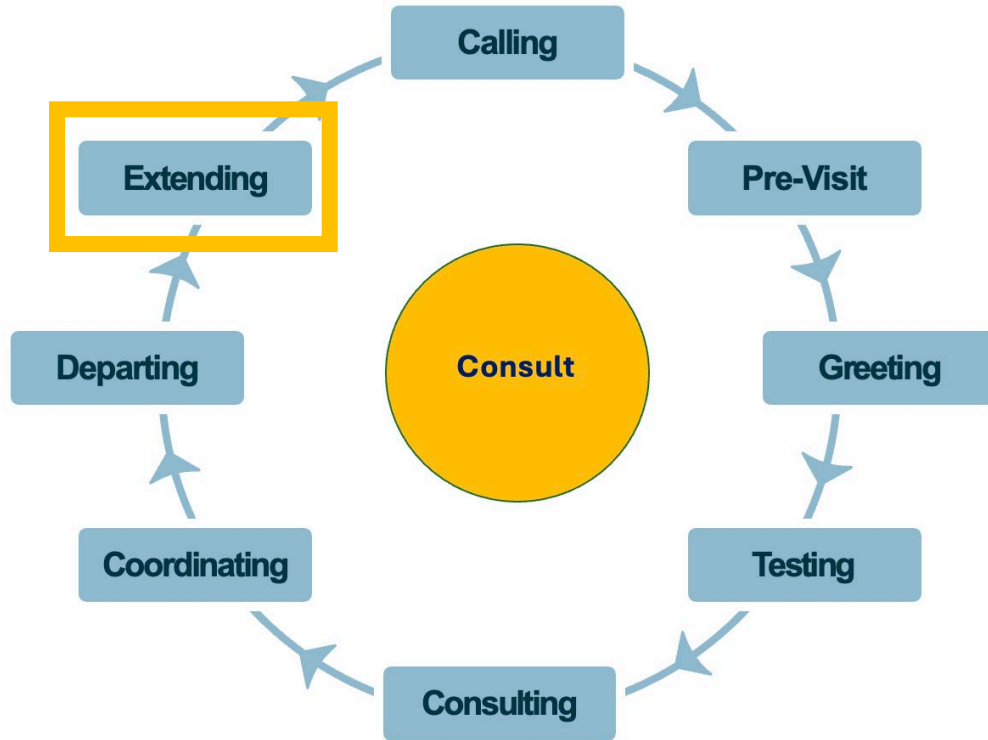
The evening of surgery, the patient will get a video where doctor describes that it is **normal** to have some blurry vision and halos and that it is normal if the eye feels scratchy. He encourages the use of artificial tears to help with any of the before mentioned symptoms. He also talks about the importance of using the medicated eye drops.

Post-Operative Connection

- Immediate Post-Operative Period <2 weeks
 - Explain the process of healing
 - Reassure (fluttering, flickering)
 - Confirming the surgery went well
 - Explain the concept of PCO



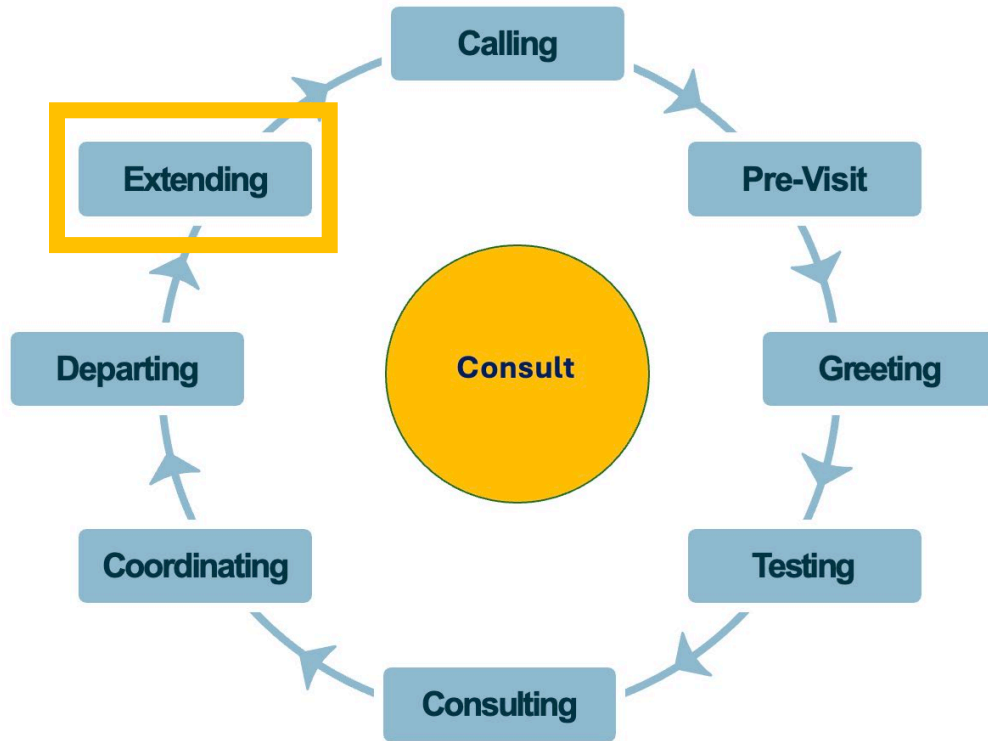
The Advanced IOL Patient Experience Cycle



Morning after surgery video:

The next morning, the patient will get a video where doctor describes that blurry and fluctuating vision is **normal**. Headache, nausea and decrease in vision is **not normal** and to call the clinic if any of these symptoms occur. He emphasizes the need to use medicated drops and artificial tears.

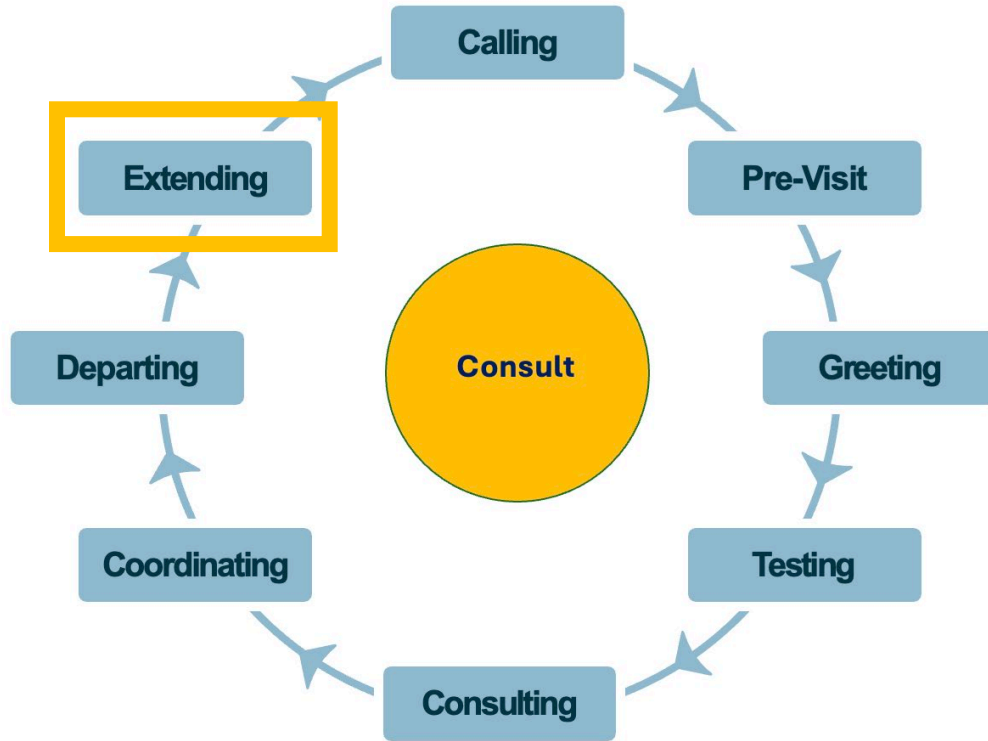
The Advanced IOL Patient Experience Cycle



One week post op video:

Doctor educates that vision should be getting better and eyes should be more comfortable. He educates the patient, if their vision is not exactly where they want it, not to worry, there is still some healing to do yet. Patients at this point can resume normal activities of daily living. And as always to continue medicated drops and artificial tears.

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Three Week PO Survey:

At the three-week post op mark the patient will receive a survey to rate their experience at VTV.

1 month phone call

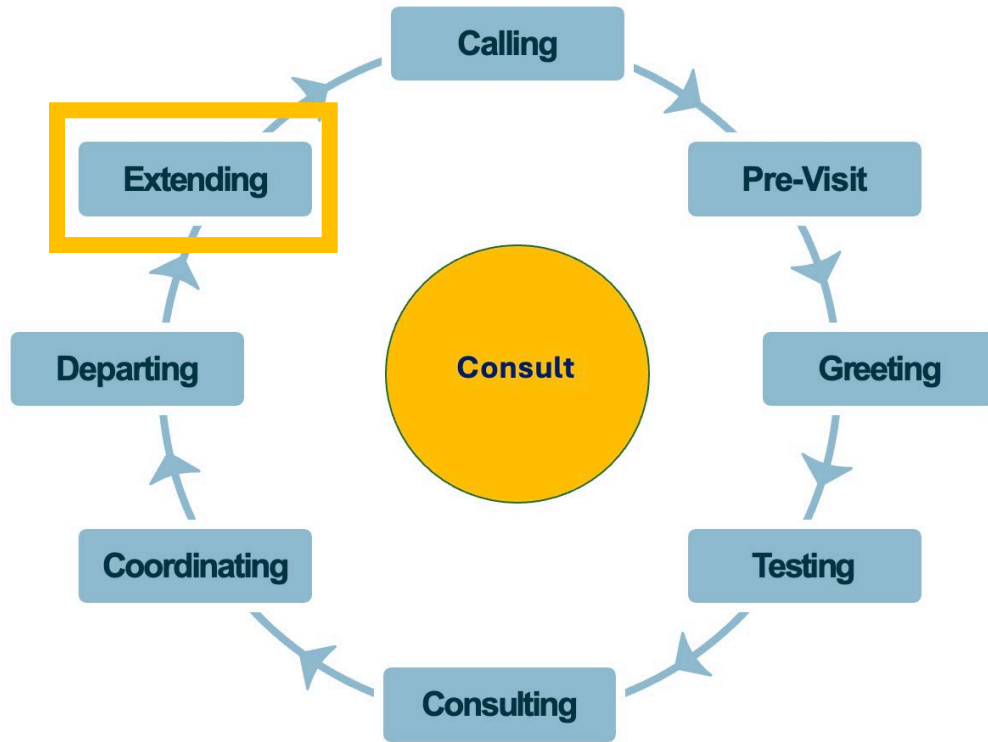
Patient	First eye	Second eye	Co-Man	Call notes	4 Steps	OD Call?
	1 Ref Cat OS Panoptix (CCWTT0 21.0) PL 8/30/2022 p/PRK	2 Ref Cat OD Symfony OB (DXR00V 19.0) - 8/31/2022 0.25 p/PRK	Shon Weaver	11/4/22 "My eyes are great-no complaints at all. My right eye is 20/25 but we will see about getting that corrected further down the road!" Patient scheduled see and do fine tune 12/7/22 with Dr.Rasmussen.	yes	no
	1 Ref Cat OD SymfonyOB (DXR00V 18.5) PL 9/6/2022 p/Lasik	2 Ref Cat OS Panoptix (CCWTT0 18.0) PL p/Lasik 9/7/2022	Randy Cornwall	11/7/2022 "My eyes are pretty good-I'm a happy guy. Only issue is I need a lot of light to read." Patient is in Denver for the winter so wants AVA to remain as Telemed visit, but r/s to Friday as afternoons don't work great.	yes	no
	1 Ref Cat OD Vivity Toric (CCWET4 21.5) PL 8/31/2022	2 Ref Cat OS Vivity Toric (CCWET5 22.5) PL/-0.50 9/7/2022	Alex Kneeland	11/7/22 "I still cant read out of a book without readers.Using +1.00 and getting by with those. Distance vision is pretty good, but I thought I would see better than I do." Uses artificial tears 2-3 times a day but doesn't seem to change much. Patient prefers in person AVA to discuss fine tune. Scheduled with Dr.Rasmussen 11/17/22. Knows she will not have procedure this day.	yes	no
	1 Ref Cat+AK(86) OS Panoptix (CCWTT0 21.5) PL 9/1/2022	2 Ref Cat+AK(96) OD Panoptix (CCWTT0 20.5) PL 9/7/2022	Jill Kunzman	11/7/22 "I feel like the dryness is much better, but I am still having issues with the nightdriving because of halos. I feel like I'm squinting more than I did before." Has plugs placed and using Ats frequently. Patient would prefer office visit to phone call so scheduled her to see Dr.Wallin Monday 11/14/22.	yes	no
	1 Ref Cat OS Panoptix (CCWTT0 19.0) PL 10/4/2022	2 Ref Cat OD Panoptix (CCWTT0 19.0) PL 10/5/2022	Jarrell Freitag	11/7/22 "When I was in for my check up with Dr.Frietag last Wednesday I mentioned that my left was better than my right but now its the opposite. He noted some astigmatism. I've always had floaters but they seem more pronounced than before. I have to move my eyes around to see well when I'm reading. Otherwise, reading vision is similar to when I was wearing glasses. Watching TV in our kitchen, on the smaller screen, seems not quite as good." Vision hasn't gotten worse since surgery. Scheduled AVA/Yag eval with Dr.Rasmussen 1/3/22 and encouraged continued AT use.	yes	no
	1 Ref Cat OS Panoptix (CCWTT0 23.5) PL 9/13/2022 p/PRK	2 Ref Cat OD Panoptix (CCWTT0 23.5) PL p/PRK 9/14/2022 amid	Tiffany Brink	11/7/22 "I'm seeing very good, and my eyes are very dry at times, but I can take some drops and that's okay. My left eye isn't great but Dr.Brink thinks that will still get better. Driving at night the halos are very distinct." Patient wants to be seen to evaluate Yag Vs Finetune when she returns from Montana in January. Scheduled Yag Eval with Dr.Wallin 1/23/22, but will keep Telemed 11/28/22 on the schedule for now until she rechecks with Dr.Brink later this month.	yes	no

1 month phone call

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No matter how good you are
patients don't remember it all so
keep in touch

The Advanced IOL Patient Experience Cycle

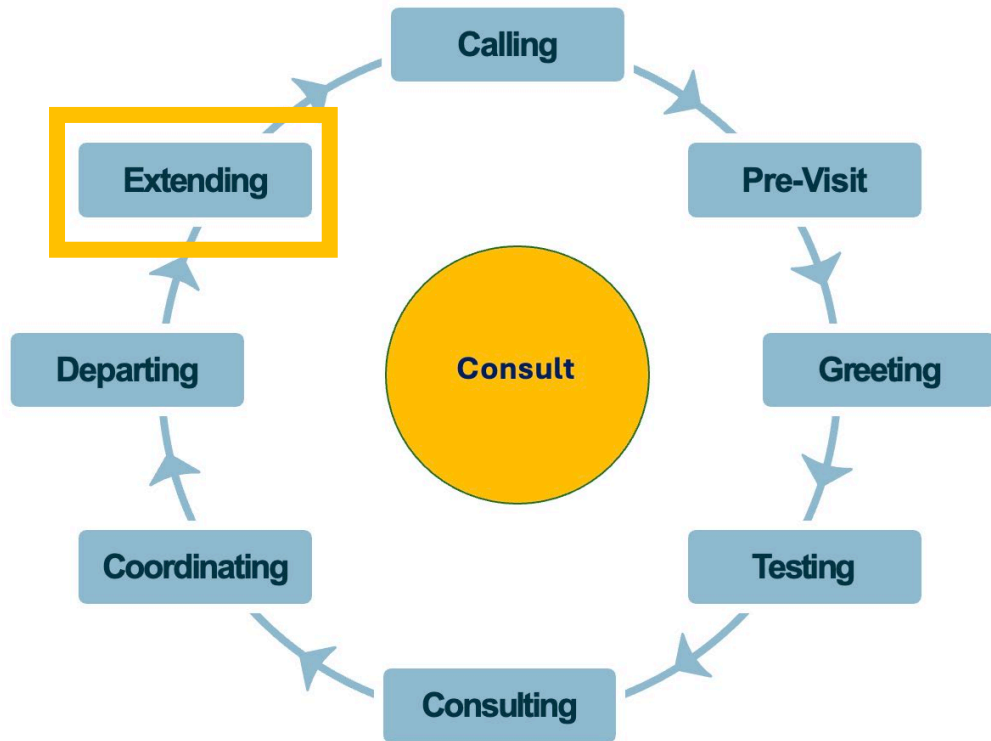


One month PO video:

Doctor educates the patient that if vision is not clear at this point, there could still be some healing to do. He also talks about the possibility of needing a YAG capsulotomy or a laser fine tune to make the vision nice and crisp. He touches on the importance of going to all the post appointments so the optometrist can monitor for the need for either of these procedures. There is also a short video included on this touch point that describes the procedure for a YAG capsulotomy. In addition to the video being sent, the patient will get a phone call from a team member at our office.

The Advanced IOL Patient Experience Cycle

One month PO:



Phone call: we have a team member that keeps track of all our premium lens patients. They call and check in with all of them around one month post op.

At the one-month mark in the patient's vision journey, they will receive a call from one of our team members. At this call, the team member will ask the patient how they feel their vision is at this point. If the patient is happy with their vision, they are educated to continue with their scheduled post op appointments and are also educated to continue to use artificial tears. If their vision is not where they would like it, the next step would be either a YAG capsulotomy or a laser fine tune.

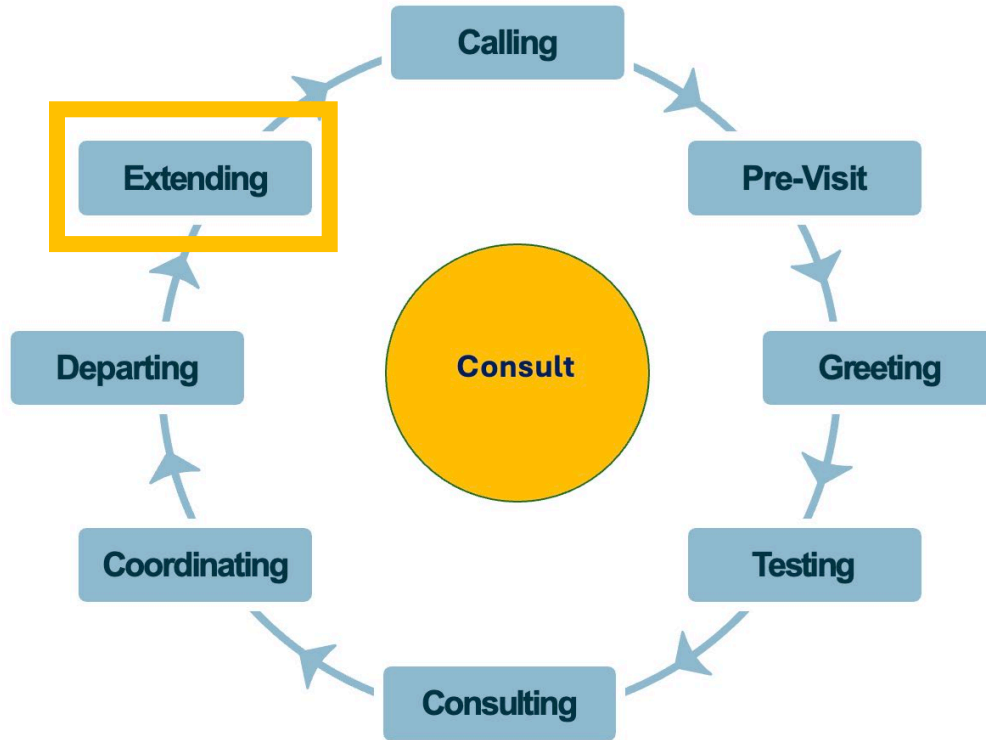
Post-Operative Connection

- Post-Operative Period >3 mo
 - Contact OD and/or patient directly
 - Post-operative dry eye management
 - Refractive error issues
 - Acknowledge and address dysphotopsia



The Advanced IOL Patient Experience Cycle

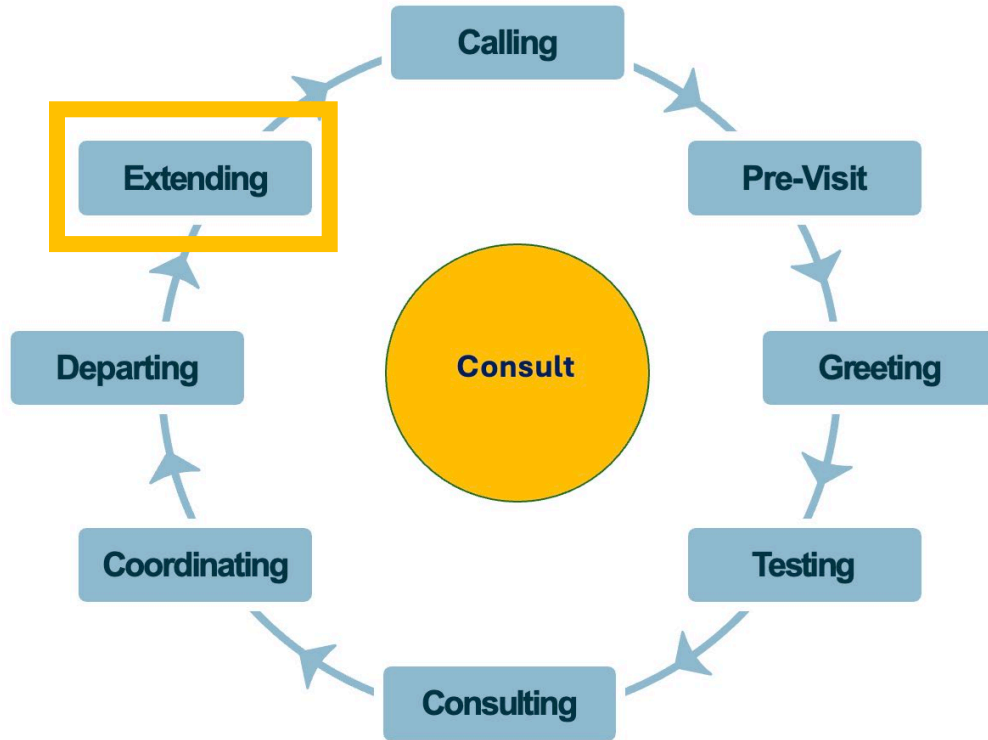
Three-month PO/AVA:



We see all premium implant patients at 3 month postop...then can decide if needs YAG or fine tune or tear film management

Can remind them of the 3-step journey (implant, YAG, laser fine tune if necessary) and the tear film importance.

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Three month PO:

If they came from a long distance...phone call:
(the next appointment scheduled for premium IOL patients is a 100-day phone call.)

Ideally, they come see us if any issues

Take Home Points

- Assemble a team to address each step of the journey
 - Surgical counselors
 - OD's (In house or referral)
 - Liaison to keep in touch
- Make good on the **Commitment** to a good outcome
 - Listen
 - Mirror
 - Act

