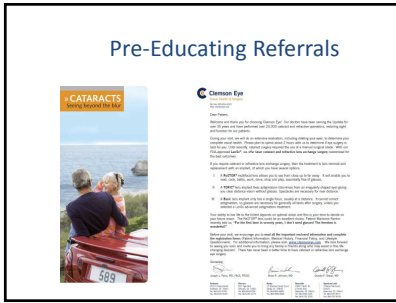
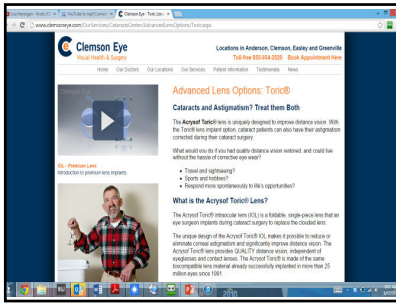
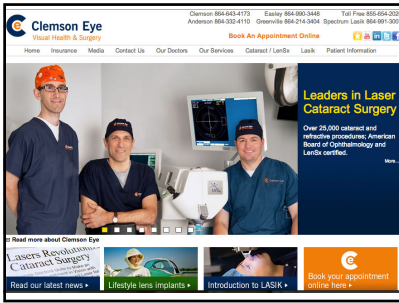
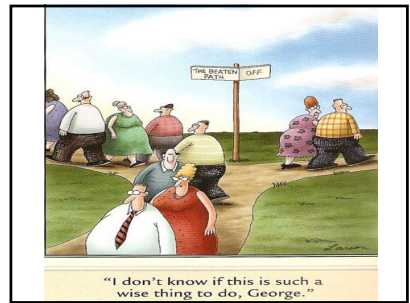


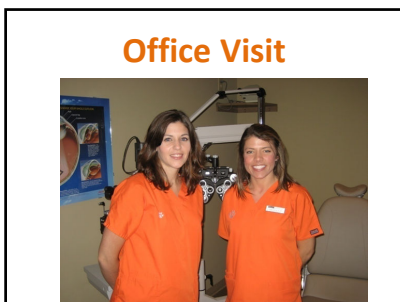
ASCRS ♦ ASOA Symposium & Congress
Technicians & Nurses Program
May 6-10, 2016 – New Orleans





Language		
X	Premium	Advanced, Lifestyle
X	New	Well-established
X	IOL	Lens implant
X	Multi-focal	Basic = monofocal
X	Standard	Full Focus
X	Presbyopia	Near Focus
X	Guarantee	Custom
X	Perfect	Social Vision
X	Glasses-free	Less glasses dependency
X	20/20	High Performance





Fast, Accurate, Educators

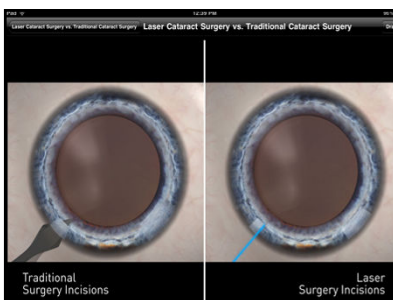
- Check-list/ efficient work-up
- Reduce MD Chair time
- Educate & Inform patients
- Follow up & Reassure post-ops

Pre-Counsel

- What to expect from consult
- Reassure: "This is not your mother's cataract surgery"
- More education

iPad app

"Vision Simulator"
AVS



Lifestyle Focus

Patient Lifestyle Questionnaire

- Occupation?
- Hobbies, recreational activities?
- Computer frequently?
- Reading or close detailed work?
- LASIK, mono-vision CLs, progressives?
- Would you like to have less dependence on glasses after surgery?



Optical Engineer

"You're a golfer?"

Athletic skill requires great vision.

Clemson Eye
Clemson University



Identify Refractive Candidates

- Listen for patients who "hate" glasses
- Healthy eyes except for cataracts
- Astigmatism

During history...

"What activities would you like to be able to do after cataract surgery? I see you are an avid scrapbooker."

"This test (IOLM/CT) shows you have a lot of astigmatism (define). We can now fix that for you with an advanced lens implant."

DVD during Dilation




- Techs set it up
- Powerful videos:
 - Alcon
 - Our testimonials

Surgeon's Recommendation



A Clear Statement




"I think you're a great candidate for an advanced lens."

Personal connection...



"I see you love quilting. This is your opportunity to have lens implants that will help you enjoy that."

You are special because...



"Not everyone is a candidate, but you are well-suited for these select lenses."

Less restrictions...



"Would you prefer more or less restricted vision after cataract surgery?"

Best Vision...



"You will likely have better vision than you've ever experienced before with the astigmatism-correcting lens implant."

Emphasize that...



*"We are only doing this once. This is **your one chance to choose** the lens that you want in your eye(s) everyday for the rest of your life."*

Lens Implant Recommendation

Surgeon's Recommendation: Right Eye

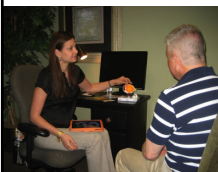
Primary	Secondary	Patient Selection
<input checked="" type="checkbox"/> BUCSTOR	<input checked="" type="checkbox"/> BUCSTOR	<input checked="" type="checkbox"/> BUCSTOR
<input checked="" type="checkbox"/> HALE	<input checked="" type="checkbox"/> HALE	<input checked="" type="checkbox"/> HALE
<input checked="" type="checkbox"/> IOL	<input checked="" type="checkbox"/> IOL	<input checked="" type="checkbox"/> IOL

Surgeon's Recommendation: Left Eye

Primary	Secondary	Patient Selection
<input checked="" type="checkbox"/> BUCSTOR	<input checked="" type="checkbox"/> BUCSTOR	<input checked="" type="checkbox"/> BUCSTOR
<input checked="" type="checkbox"/> HALE	<input checked="" type="checkbox"/> HALE	<input checked="" type="checkbox"/> HALE
<input checked="" type="checkbox"/> IOL	<input checked="" type="checkbox"/> IOL	<input checked="" type="checkbox"/> IOL

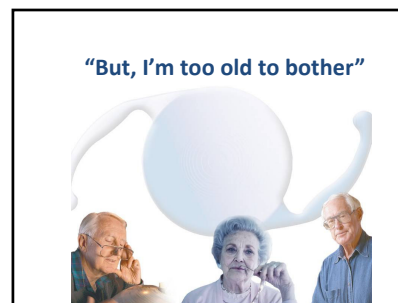
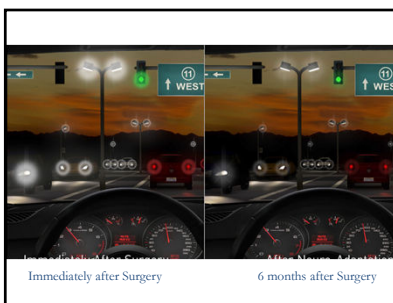
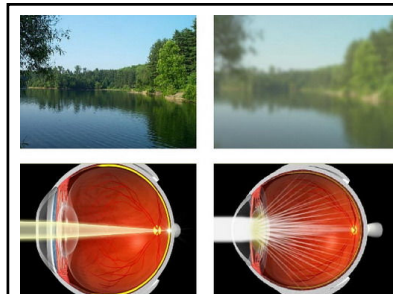
First Eye for Surgery: Right Eye / Left Eye

Ideal Surgical Counselor



- o Confident
- o Educator
- o Empathetic
- o **Never prejudices**
- o Confirms value

Private room & include family/friends



Life transforming choice...

“Turn back time. Return to doing the things you love.”

“If you were my brother, I would want you to have this lens.”

“As we age physically, it’s important to have the best vision possible.”



Canterbury Farms, SC



“But, I’ve worn glasses all my life!”


“I don’t mind glasses.”

“NOW you *don’t have* to wear them for life. You have a choice”

“Our happiest Full-focus patients have worn glasses since childhood.”


“Is showering or getting up at night troublesome?”

Ask any optician how hard it is to satisfy most patients



“Now you can get your 30 yo eyes back.”

“But I cannot afford it!”



Comfort Talking Money

- “This is an opportunity that affects your vision for the rest of your life. Take your time with it.”
- “Consider what you will spend on glasses for life \$_____.”
- “The good news is the government covers the basic costs and you have the opportunity to upgrade.”

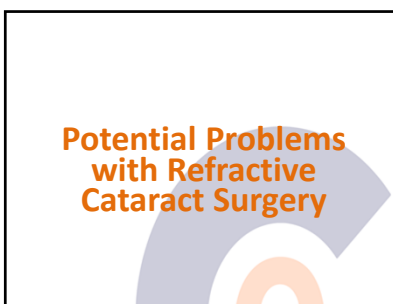
Elective Spending (annual)

• Hearing Aides (invisible)	\$4000
• Dentist	\$3000
• Teeth Whitening	\$1000
• Aesthetics: Botox	\$1000
• Veterinary Bills	\$3000
• Cable TV	\$800
• Sports? Travel? Vehicles?	

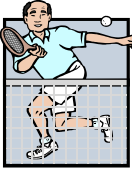


Advanced Service Fees (per eye)

□ Full-Focus Lens Exchange	\$190/month	\$5,000.00
□ Full-Focus CATARACT SURGERY	\$110/month	\$2,500.00
□ Astigmatism-Correction CATARACT SURGERY	\$65/month	\$1,500.00
□ BASIC CATARACT SURGERY		N/C



- ### Best Practices
- **Transparency** – clearly inform patients of financial responsibility: for what, how much, why, and when
 - **Documentation** – use a financial waiver, ABN or similar instrument to document financial responsibility
 - **Separation** – segregate professional and facility fees and monies
 - **Compliance** – follow CMS guidelines, and recommendations of AAO & ASCRS

- ### Payments (2-Aspect Rule)
- Cataract surgery (covered)
 - Surgeon, facility fee, IOL
 - A) Patient: deductible, copayments
 - Refractive services (non-covered)
 - B) Patient: Patient Shared Responsibility
 - Patient Responsibility:
 - A + B = Patient out of pocket
- 

Refractive Cataract Surgery Reimbursement Grid

Fee	MD	Facility
Covered	Cataract surgery	Cataract surgery
Non-covered	Refractive testing	ATIOL, Laser LRI

Patient shared billing: covered & non-covered services
LRI – Limbal relaxing incisions, refractive keratoplasty

Refractive Cataract Surgery Reimbursement Grid

Fee	MD	Facility
Covered	Assigned	Assigned
Non-covered	Patient Pays	Patient Pays

Patient shared billing: covered & non-covered services
LRI – Limbal relaxing incisions, refractive keratoplasty

- ### Ways to Avoid Problems
- Careful patient selection
 - Document lifestyle (e.g., loves near vision)
 - Manage expectations (healing time, post-op vision) and realize that when patients are paying for refractive surgery, the overall expectations are higher.
 - Do not promise that patient will be *glasses free*, especially with laser cataract surgery. FS laser arcuate incisions are no guarantee of astigmatism reduction.
 - Ensure comanaging optometrist returns any unhappy patient to surgeon.

- ### Manage Expectations
- Educate all patients in advance that multifocal works best in both eyes. After the first surgery, they may experience some doubt and disappointment.
 - Confirm that laser cataract surgery is not guaranteed to eliminate all astigmatism and might need glasses in the future.
 - Set the expectation that healing takes time!
 - If patient is extremely anxious, have them return often until you work through the challenge together.

- ### Medical Pointers
- Address, prior to cataract operation, that further refractive surgery might be required (e.g., IOL exchange, LASIK) and who pays it.
 - Look for medical issues that might compromise results (e.g., DES, AMD, etc.) Address them.
 - Get good results and make it right with the patient if the results are an (unpleasant) surprise or undesirable.

Myopes Love Near Vision

- Listen to patient's goals for surgery. Remember most myopes love their near vision.
- Patient may prefer option to remain myopic and wear glasses for distance, if multifocal is not an option.

Residual Astigmatism

- Train counselors about astigmatism correction options.
- Educate patient about astigmatism correction options. Toric lens is more precise, particularly >1 D. Residual astigmatism may need further correction.
- Avoid surprises. Identify cost of LASIK treatment (if needed) prior to cataract surgery or ideally, build into pricing.

IOL Exchange

- Do not bill for IOL exchange for refractive reasons. Build the cost of all postop care (including lens exchange) into your pricing models.
- Informed consent should always include the possible need for a lens exchange.

Unhappy Refractive Patients

- Consider an occasional refund as the "cost of doing business." Refunds are less expensive than legal defense.
- Be vigilant of a patient's disposition and comfort. Unhappy patients do not just "go away." They go somewhere: to another surgeon or to a lawyer.
- Realize that when patients are paying for refractive surgery, the overall expectations are higher.

Informed Consent Errors & Omissions

- Informed consent must be performed orally (by surgeon) and in writing for the *appropriate lens implant selection*. Patient lens changes must be communicated and well documented in record to ensure correct lens implanted
- You cannot perform 2nd eye surgery based on the initial eye exam...Surgeon and practice must not neglect to obtain Informed Consent for 2nd eye.
- Informed Consent is *per eye*.
- Optometrist cannot provide medical necessity, nor informed consent.

Insurance Pays for Refractive Cataract?

- They might, but very little, so you must obtain prior authorization from Medicare Advantage plans (Medicare Part C).
- Medicare Part C will soon be 50% of all Medicare Plans
- Must declare the refractive cataract a non-covered service and beneficiary is financially responsible.
- Realize that when patients are paying for refractive surgery, they try to shift financial responsibility.
- Don't proceed with surgery until other third party payers have clearly stated who is responsible for what.

Before Coding, Consider Coverage



Part C Medicare

- Get prior authorization
- Obtain a determination of benefits for each patient
- Don't use ABN form – use MA Plans financial waiver form
- Don't pretend that Part B and Part C are identical.
- Don't deploy "caveat emptor".

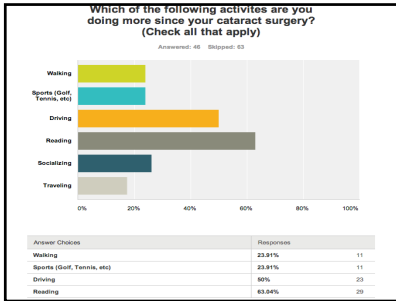
Patient Satisfaction

Cataract Patient Satisfaction Survey

- LPO on iPad:
 - Greater satisfaction with ATIOLS
 - Testimonials – publish or share with new patients
 - Track clinical results for surgeon confidence

Clemson Eye
Visual Health & Surgery

Cataract Surgery Patient Survey



Our doctors and staff would love to hear your impression or comments regarding the lens implant you received. Please share your thoughts.

Answered: 99 Skipped: 10

Responses (99) | Text Analysis | My Categories (0)

Showing 99 responses

- I'm just glad I did it so I don't have to wear glasses anymore. 5/15/2013 12:28 PM View respondent's answers Category as...
- I feel more free. It's a magical thing. I don't have to worry with glasses...everything is so bright and clear. 5/15/2013 8:30 AM View respondent's answers Category as...
- The procedure is not painful and you can see the results within a day or two. 5/15/2013 8:39 AM View respondent's answers Category as...
- Can see & see better now. 5/15/2013 8:12 AM View respondent's answers Category as...
- Love the freedom from glasses. 5/20/2013 2:57 AM View respondent's answers Category as...
- Has improved my attitude since my vision is so good. 5/20/2013 12:36 PM View respondent's answers Category as...
- No problem at all adjusting to the mono vision. 5/20/2013 5:50 AM View respondent's answers Category as...

See the difference at every shot.

Thanks!
Mary Lou Parisi
mlparisi@clemsoneye.com