



**INNOVATION AWARD**

## Technology Aids in Delivering Quality Care

*Joanne Lew, O.D.  
Pearle Vision Columbia, MD*

**J**oanne Lew, O.D., has experience in ophthalmology practices as well as private and corporate optometric practices. Now she believes she has the best of all worlds. A general ophthalmology practice, Vision Enhancement Center, leases the corporately owned Pearle Vision location where she has been working for nearly a year.



**Dr. Lew**

She is able to screen for and treat ocular diseases within the scope of her therapeutic license. And the store's optical team can fill her patients' spectacle and contact lens needs.

Her office is equipped with an optometric practice management system which includes electronic appointment scheduling, electronic medical records, electronic coding and billing, and automated voice appointment reminders and recalls. The system results in more thorough exams, and with the help of optometric technicians, she is able to treat upwards of 40 patients a day in her two-lane office. "I can spend more personal time with my patients assessing their vision and discussing their lifestyle needs so that I can prescribe products that best suit them," Dr. Lew said. ■

## Eye Health Tops List of Factors

*Dai Bui, O.D.; US Vision, Houston, TX*

**D**ai Bui, O.D., uses five critical factors to determine the best choice for each contact lens patient: eye health, vision, comfort, convenience and cost. With eye health as the primary consideration, it's little surprise that Dr. Bui is moving more patients into silicone hydrogel lenses.



**Dr. Bui**

He wears silicone hydrogel lenses himself. "It took me a few days to get adjusted to them, but now nothing feels as comfortable," he said.

By switching some of his current contact lens wearers to silicone

hydrogel lenses, Dr. Bui has seen a decrease in red, irritated eyes and an increase in patient satisfaction. Many of his patients have reported clearer vision, less dryness and better end-of-the-day comfort.

He asked, "Why not offer all our patients the best care available in contact lenses?" Although cost initially might be a factor for some patients, Dr. Bui is careful to explain to his patients, especially his continuous and extended wear patients, the health benefits of higher oxygen transmissibility. ■



## Clinical Trials Provide Insights

*Gerald Geist, O.D.; NVI, Selingsgrove, PA*

**G**erald Geist, O.D., enjoys the knowledge that he's contributing to the clinical evidence available on new contact lenses. His high-volume location, which has an annual patient base of about 7,000, periodically participates in clinical trials. For example, several years ago, Dr. Geist was part of the O<sub>2</sub>OPTIX™ clinical trial. "I use NIGHT & DAY® for continuous wear, but two-thirds of the contact lens market was in the 2-week modality, so I saw the opportunity for O<sub>2</sub>OPTIX," he said.



**Dr. Geist**

The results of the trial were

tremendous. "Every patient who wore the lens during the trial stayed with it," he said. Now 60 percent or more of the soft-sphere patients are already in silicone hydrogel lenses. "My goal is 100 percent," he said. "Every day, we're converting contact lens patients into silicone hydrogel, and all my new fits are in silicone hydrogel."

Dr. Geist said the trend is good for eye health and also for the practice itself. "Fitting people in the newest contact lenses means less work in follow-up problem appointments." ■