

Spotlight Doctor: Dr. David Aycock

Maintaining strong patient relationships with a smile

A second-generation optometrist, Dr. Aycock is part of a family legacy, which has helped prepare him for his work. He understands the value of exceptional patient care and loves what he does. "I'm fortunate to be doing this," he states. "It is something that I cherish because I'm helping people with a problem that they can't fix for themselves. It's very rewarding work," he continues.

Priding himself on his ability to maintain strong patient relationships, he boasts a patient base of 14,000. "I see a lot of repeat patients," he says. "It's sort of my barometer for how I'm doing, and how the office is doing. If they come back then I feel that it must mean I have their trust and confidence."

With the help of a very competent staff, Dr. Aycock maintains an easy balance between chair time and patient care. "A lot of this balance comes from delegating responsibility to the staff," he states. "We

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need to have collaboration between the two sides because the patients' office experience is much larger than the time I spend with them. Nobody comes in without getting a hello. I think that first impression—the smile and the hello—is critical to make the patient feel comfortable."

Trained as a pediatric optometrist, David Aycock understands his young patients' needs. "I truly believe

that if you make the kids comfortable and have fun, the eye examination doesn't have to be a scary experience," he says. "I 'high five' them, I play with them, get them comfortable before I start evaluating their vision and their visual needs." He finds that kids respond to this playful approach and thus they give him accurate information, making his job easier and the evaluation more effective.



Dr. David Aycock has been an optometrist for over eleven years, eight of them with NVI. Patients at his Monroe, NC office expect and receive top-notch

Choosing the right products for his young patients is very important since this is often their first exposure to corrective lenses. "Silicone hydrogels work well for our younger patients," he says. "I seem to have found a niche with the ACUVUE® ADVANCE™ Brand Contact Lenses with HYDRACLEAR™. That particular lens has several features that I think have been tremendously beneficial for younger patients, including the UV protection."

Dr. David Aycock's professional philosophy models the words of Dr. Francis W. Peabody, who wrote, "...For the secret of the care of the patient is in caring for the patient."¹ The patients who visit Dr. Aycock's office may not have heard of Peabody, but they know that they have been treated in an exceptionally caring way.

¹Oglesby, Paul. The caring physician: The life of Dr. Francis W. Peabody. Harvard University Press, Cambridge, 1991.