EyeCode
Education

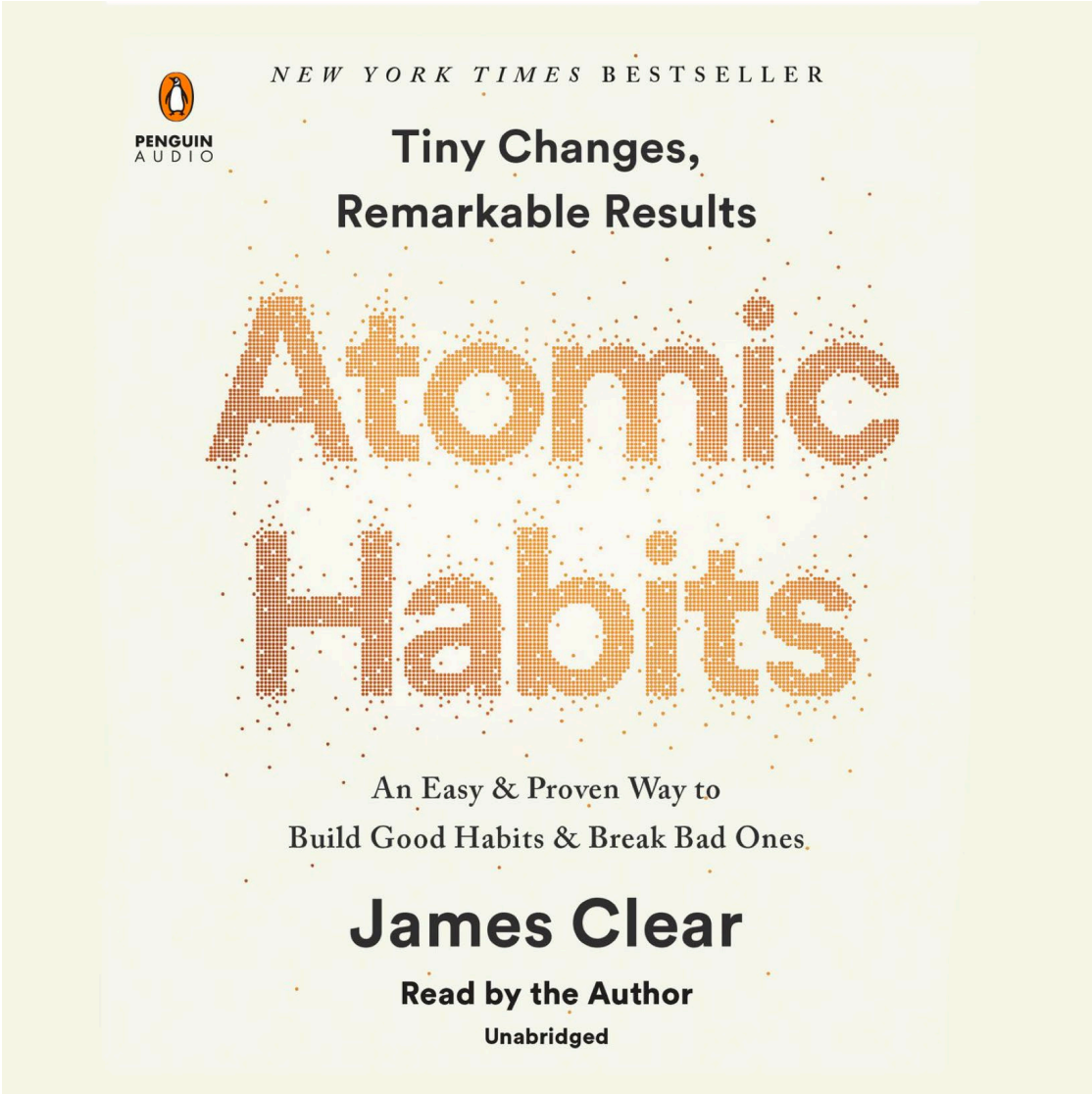
WHAT IS YOUR IDENTITY

CHRISTOPHER WOLFE, OD, FAAO, DIPL. ABO

INTRODUCTION

WHAT IS AN IDENTITY?

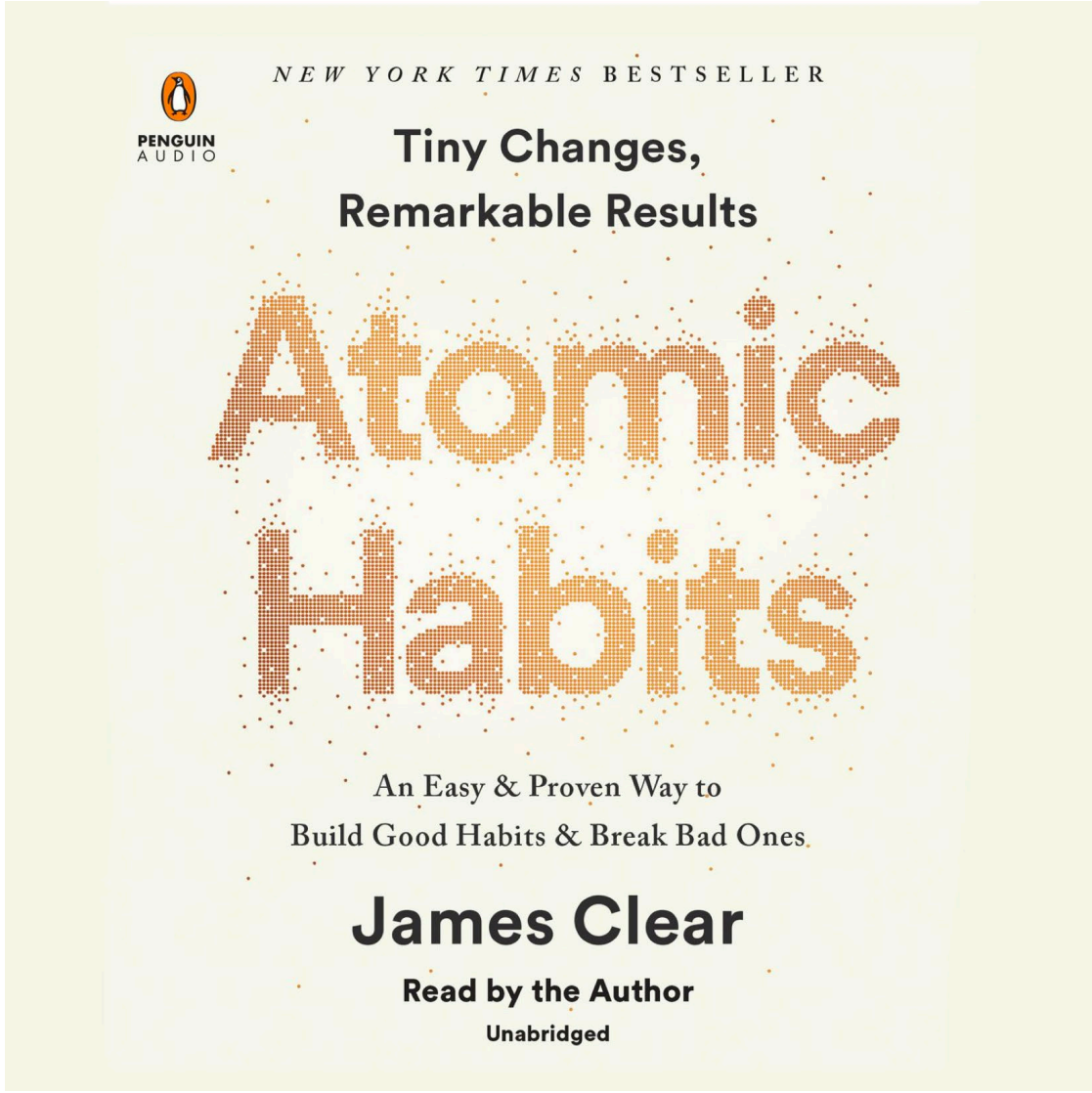
What beliefs are important for forming an identity?



INTRODUCTION

WHAT PROCESSES DO YOU HAVE IN PLACE TO EXECUTE TASKS AND DEMONSTRATE YOUR IDENTITY?

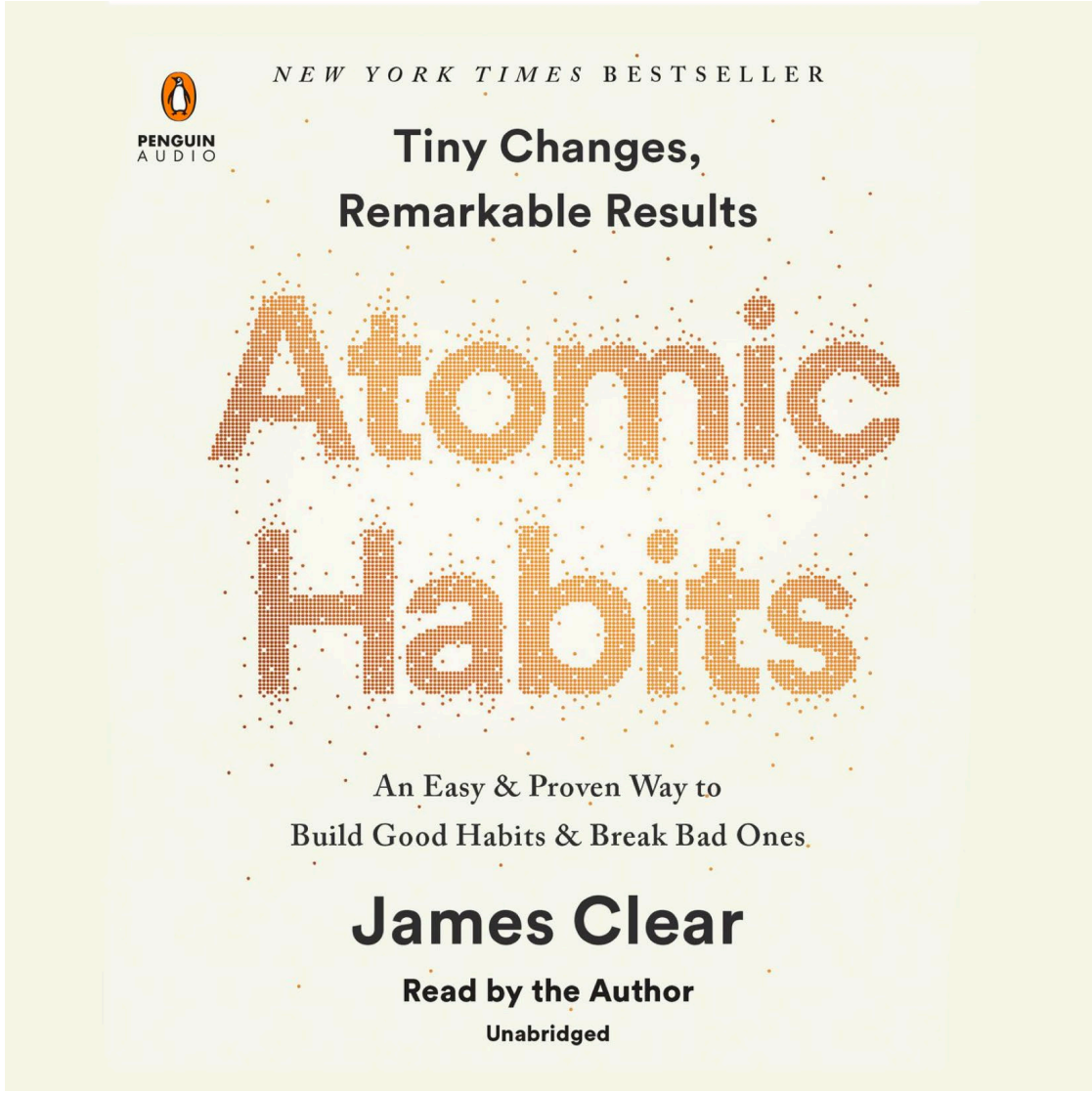
What habits reinforce/detract from your identity?



INTRODUCTION

WHAT OUTCOMES DO YOU MEASURE?

How do results impact your identity?



CREATE AUTOMATIC BEHAVIORS

SMALL HABITS

BEHAVIORS BUILD ON EACH OTHER

One touchpoint means very little, but over time they are exponential.

THREE LEVELS OF HABITS

WHAT IS AN OUTCOME YOU WANT?

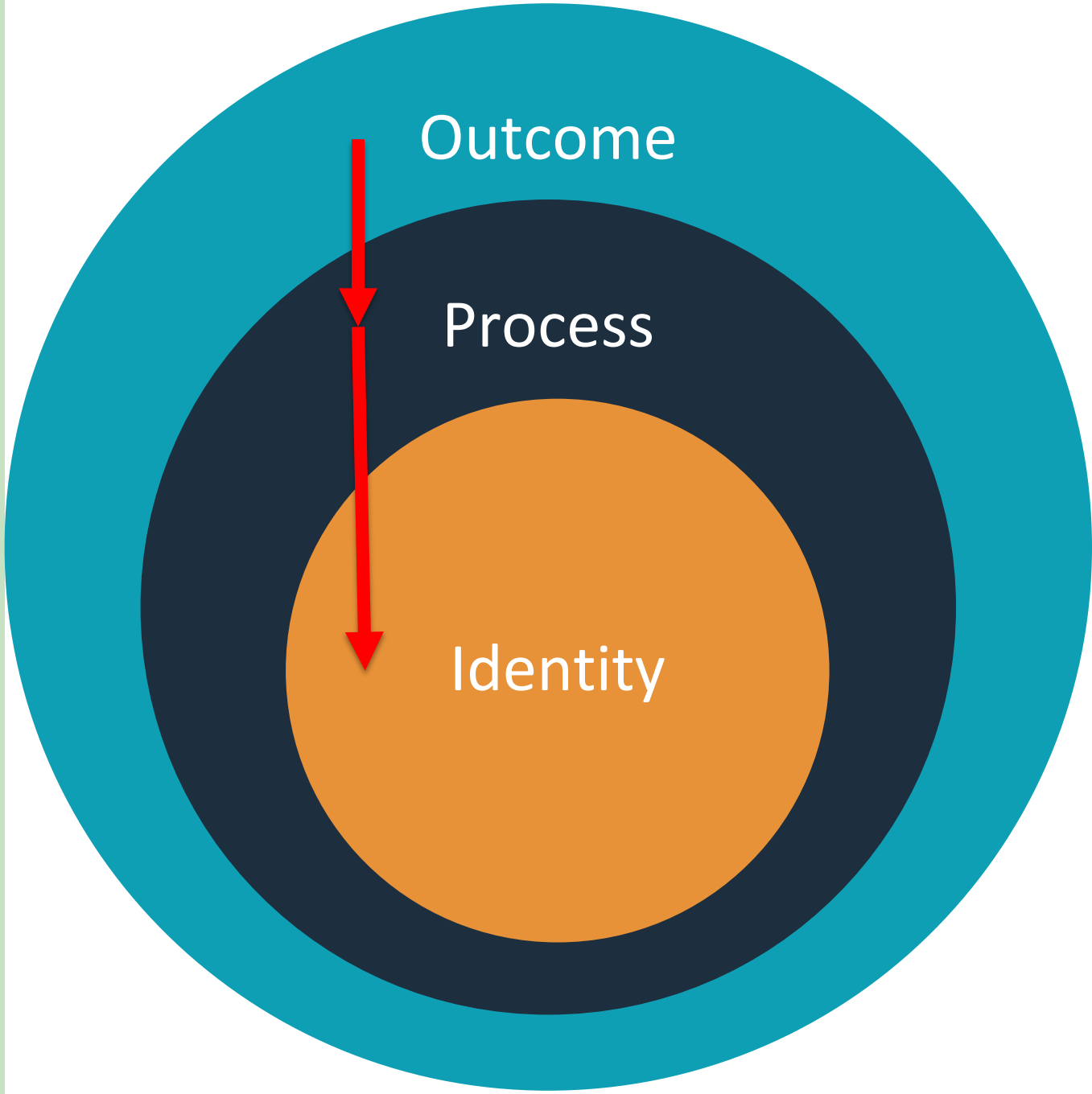
“I want to be a pilot.”

HOW DO YOU BUILD HABITS?

OUTCOME (results)

PROCESS (the habit)

IDENTITY (belief)

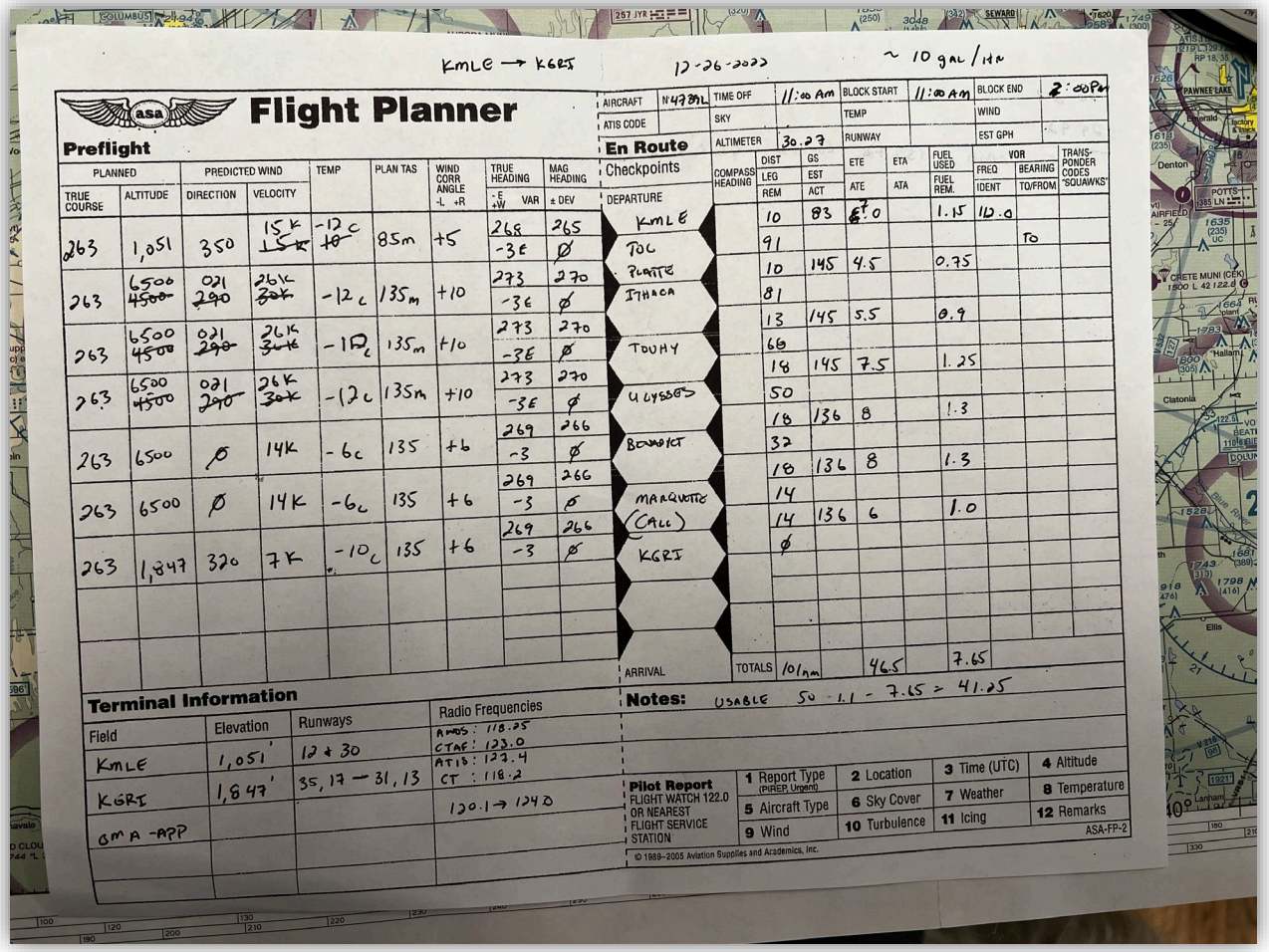


HOW DO YOU BUILD HABITS?

WHAT DOES IT SOUND LIKE?

“I am going study 1 hours extra a day so I can learn to fly an airplane.”

OUTCOME-BASED HABITS



HOW DO YOU BUILD HABITS?

OUTCOME (results)

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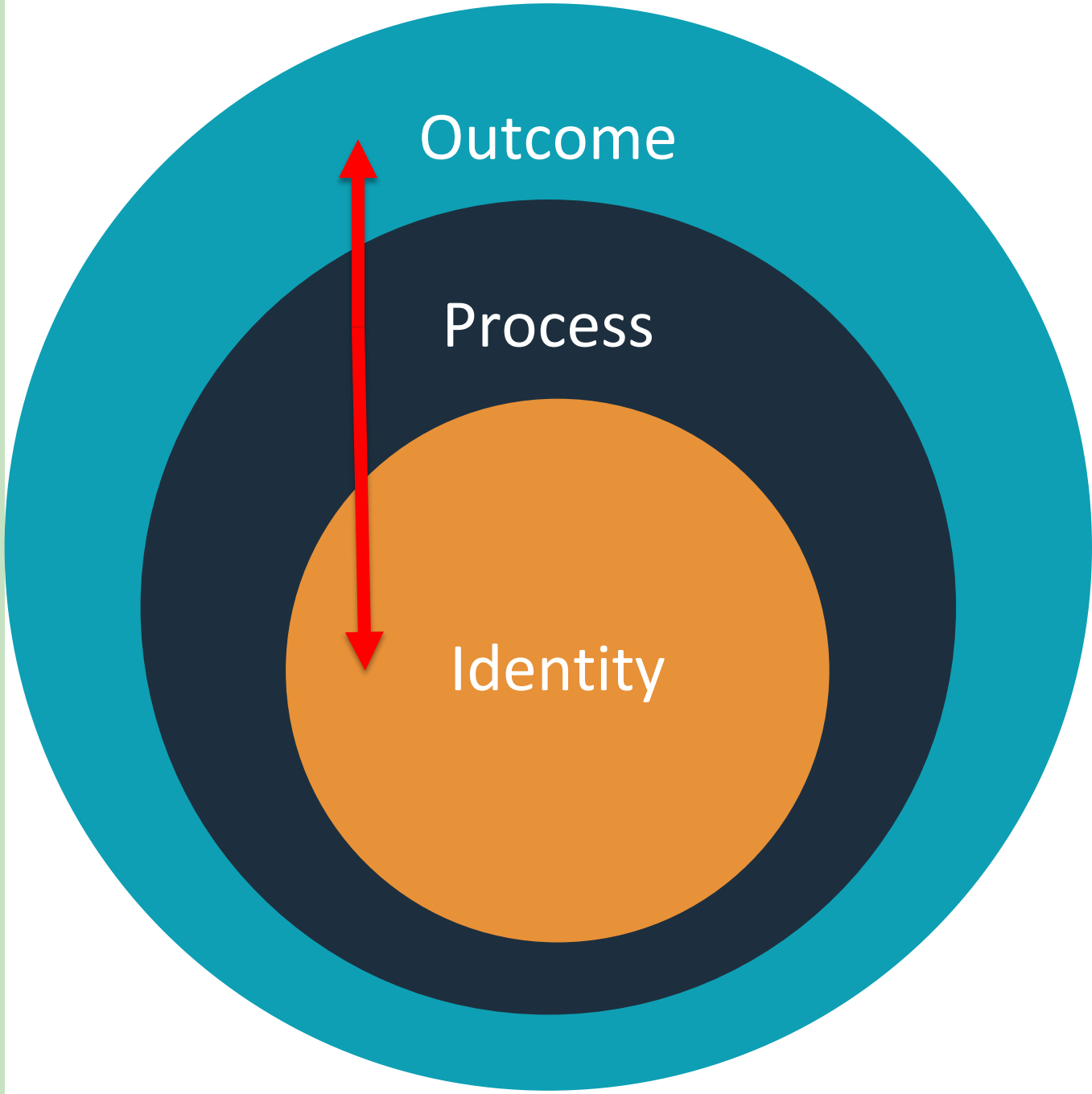
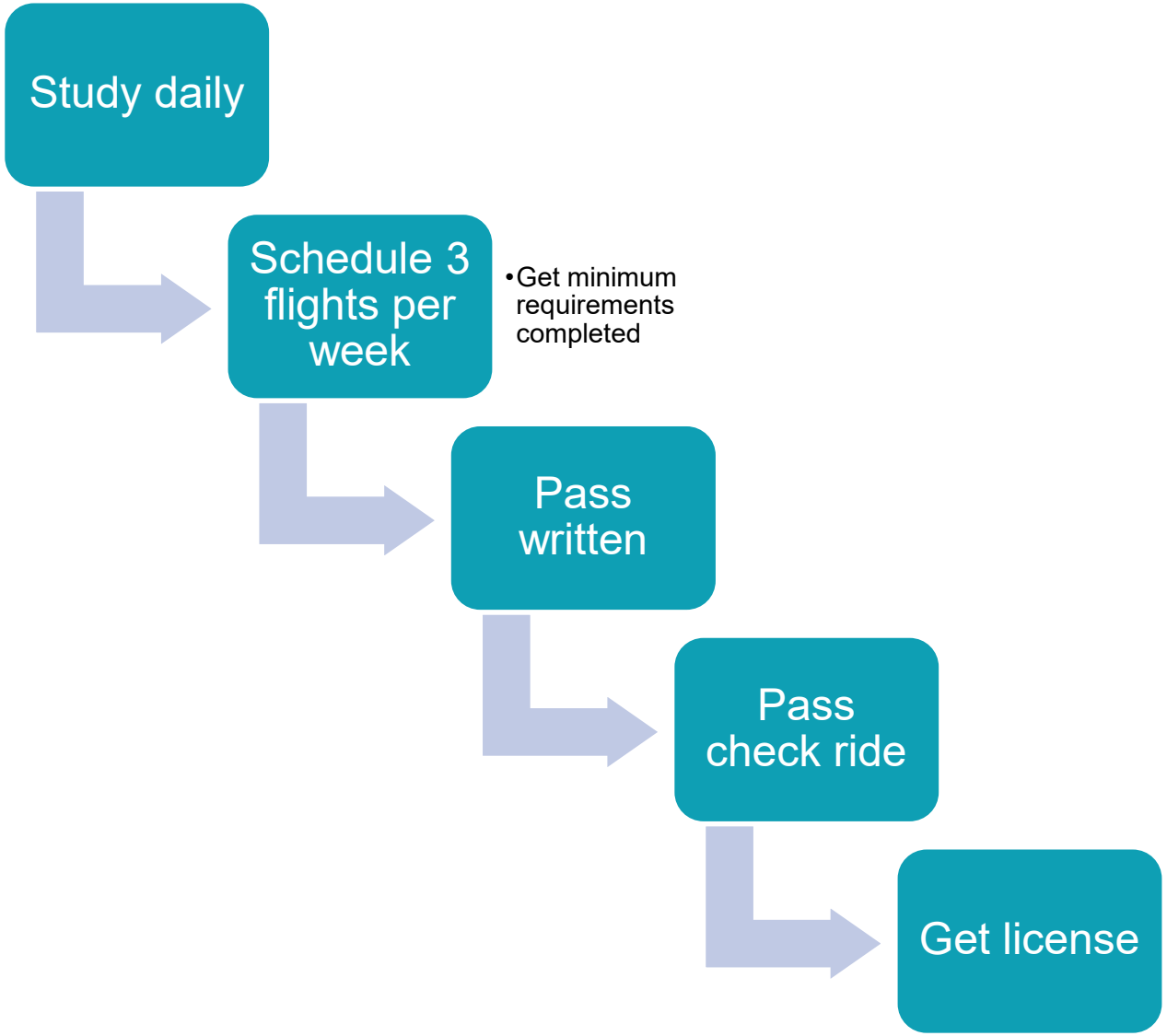


HOW DO YOU BUILD HABITS?

WHAT DOES IT SOUND LIKE?

"I am going to get up 1 hour early so I can study 1 hour per day to learn to fly a plane."

PROCESS-BASED HABITS

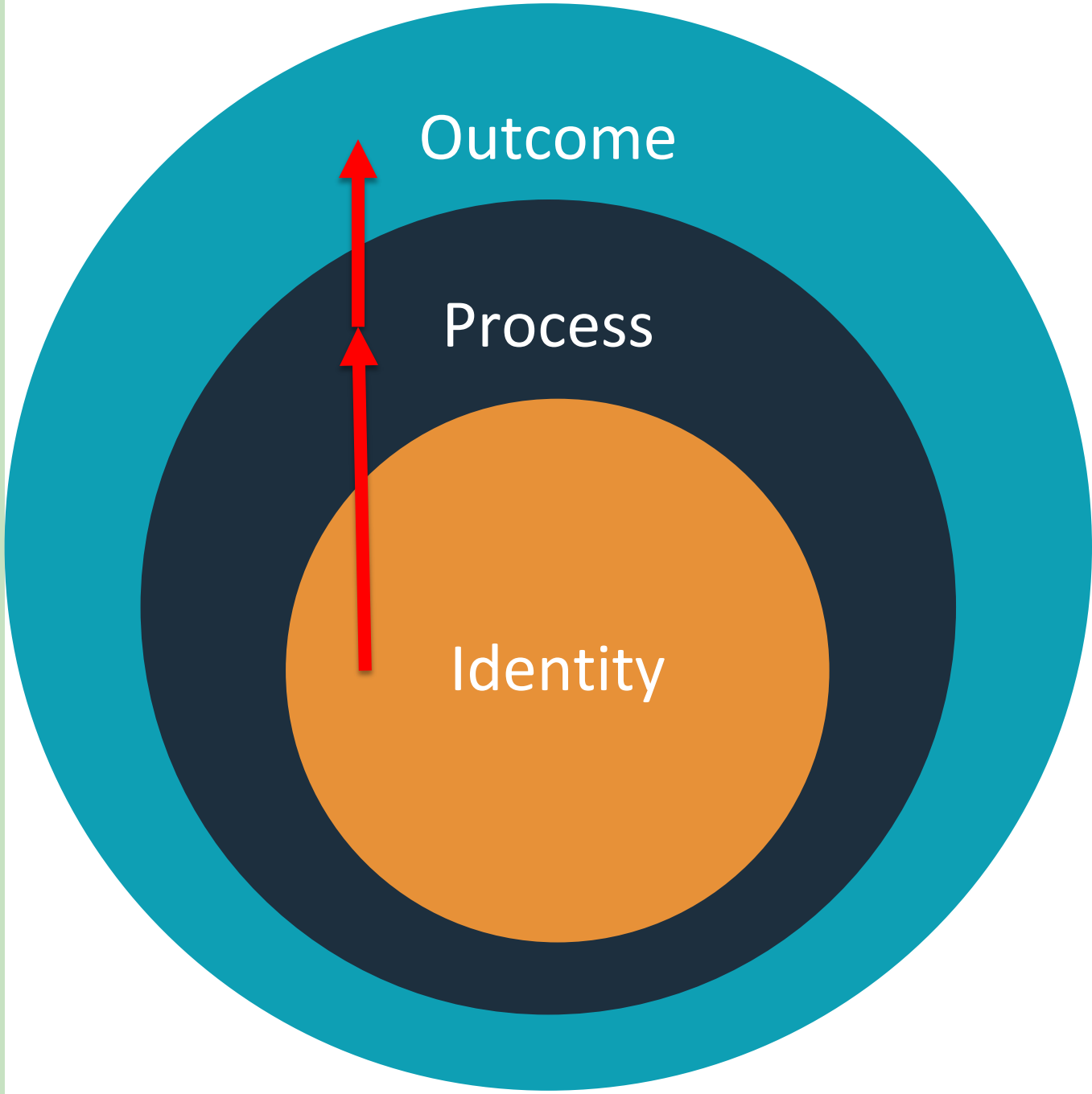


HOW DO YOU BUILD HABITS?

IDENTITY (belief)

PROCESS (the habit)

OUTCOME (results)



HOW DO YOU BUILD HABITS?

WHAT DOES IT SOUND LIKE?

"I am the type of guy who is a safe pilot and safe pilots are always learning."

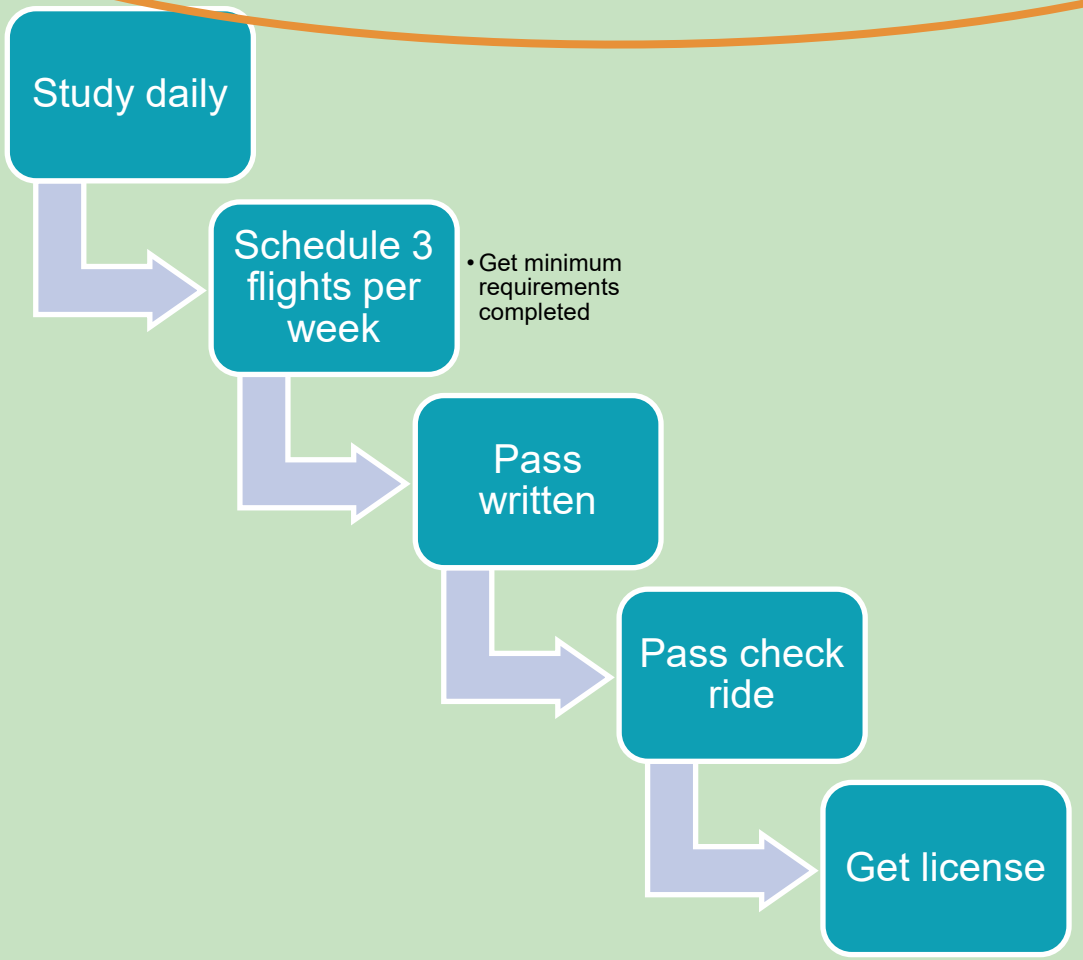
IDENTITY-BASED HABITS

IDENTITY (beliefs)

PROCESS (habits)

OUTCOME (results)

“I am the type of guy who is a safe pilot and safe pilots are always learning.”



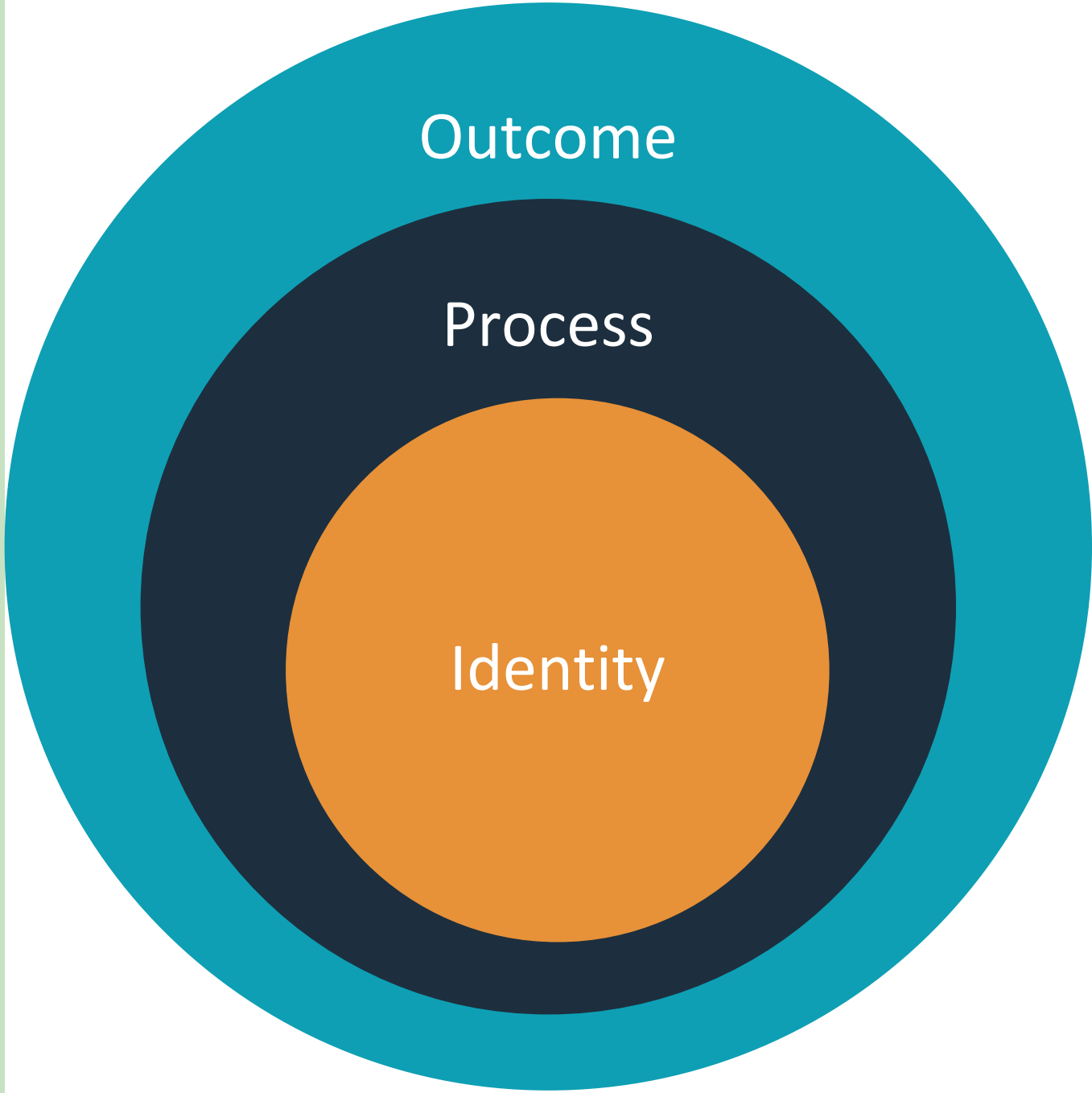
Get Pilots License

YOUR IDENTITY

IDENTITY (belief)

PROCESS (the habit)

OUTCOME (results)

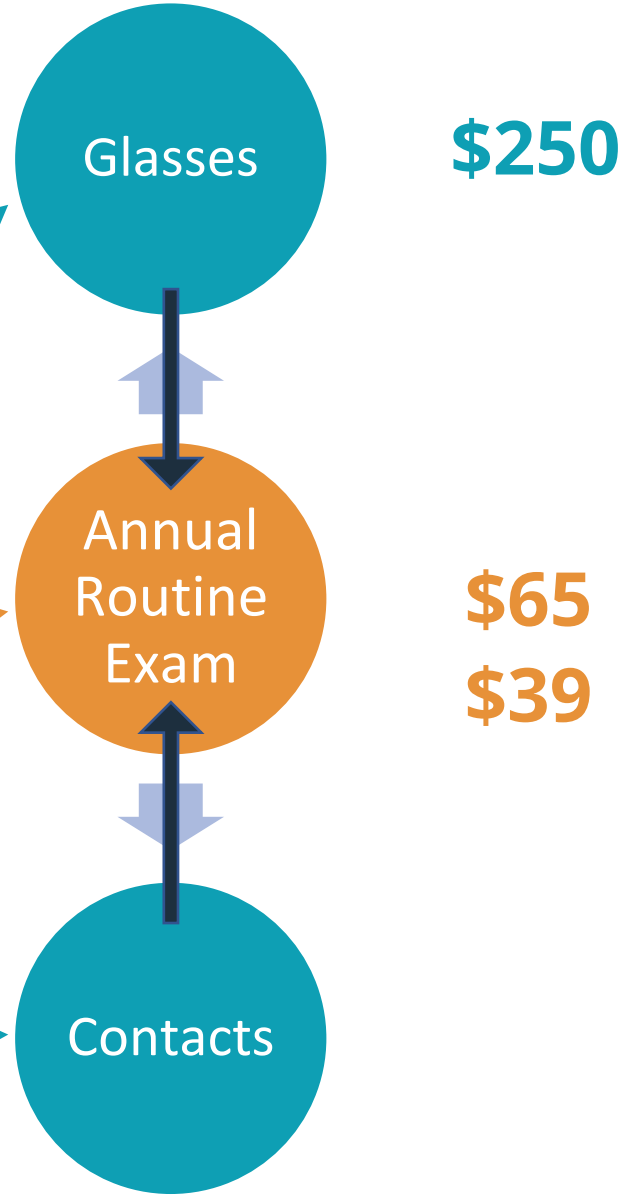


HOW CAN THIS EMPOWER YOUR PRACTICE?

OPTOMETRIC MODEL

Consider:

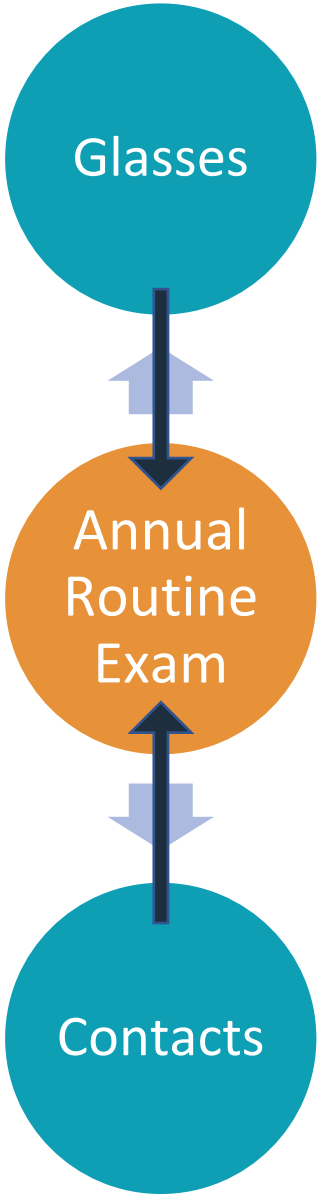
- **Loss Leaders**
  - **Marketing Costs**
- **Profit Centers**



OPTOMETRIC MODEL

Consider:

- **Exam + Retinal Image**
  $104
- **Glasses/Contacts**
  $250
- **Total**
  $354

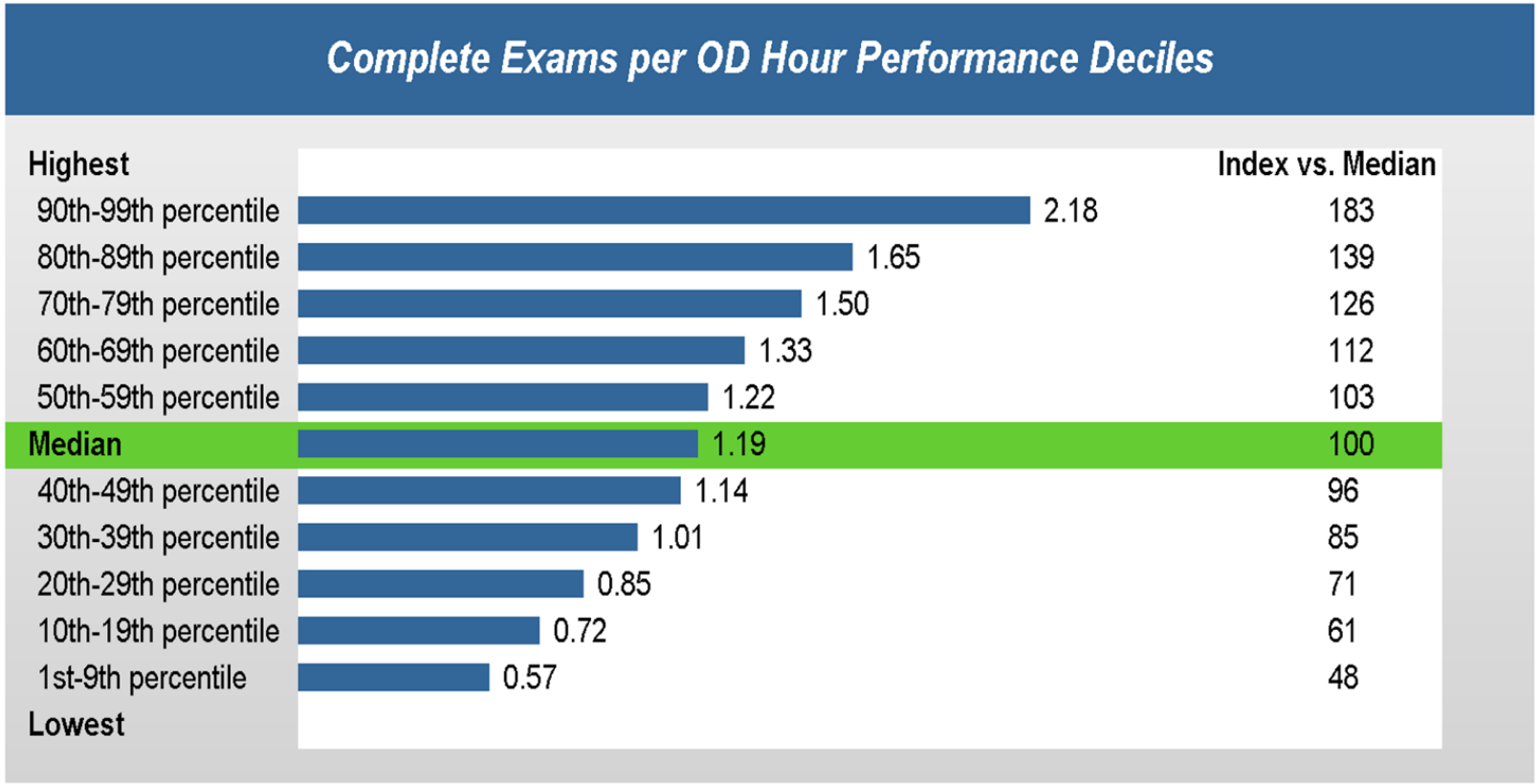


EXAMS/HR

AVERAGE MBA REVENUE SOURCES 2019

Consider:

- Working 8 hours/Day, 5 days/week, 48 weeks/yr
- 1.19 exams X 8 hours = 9.52 Exams/Day
- 9.52 Exams x $354 = ~$3,270 Gross Revenue/Day
- $784,800 Gross Revenue/Year

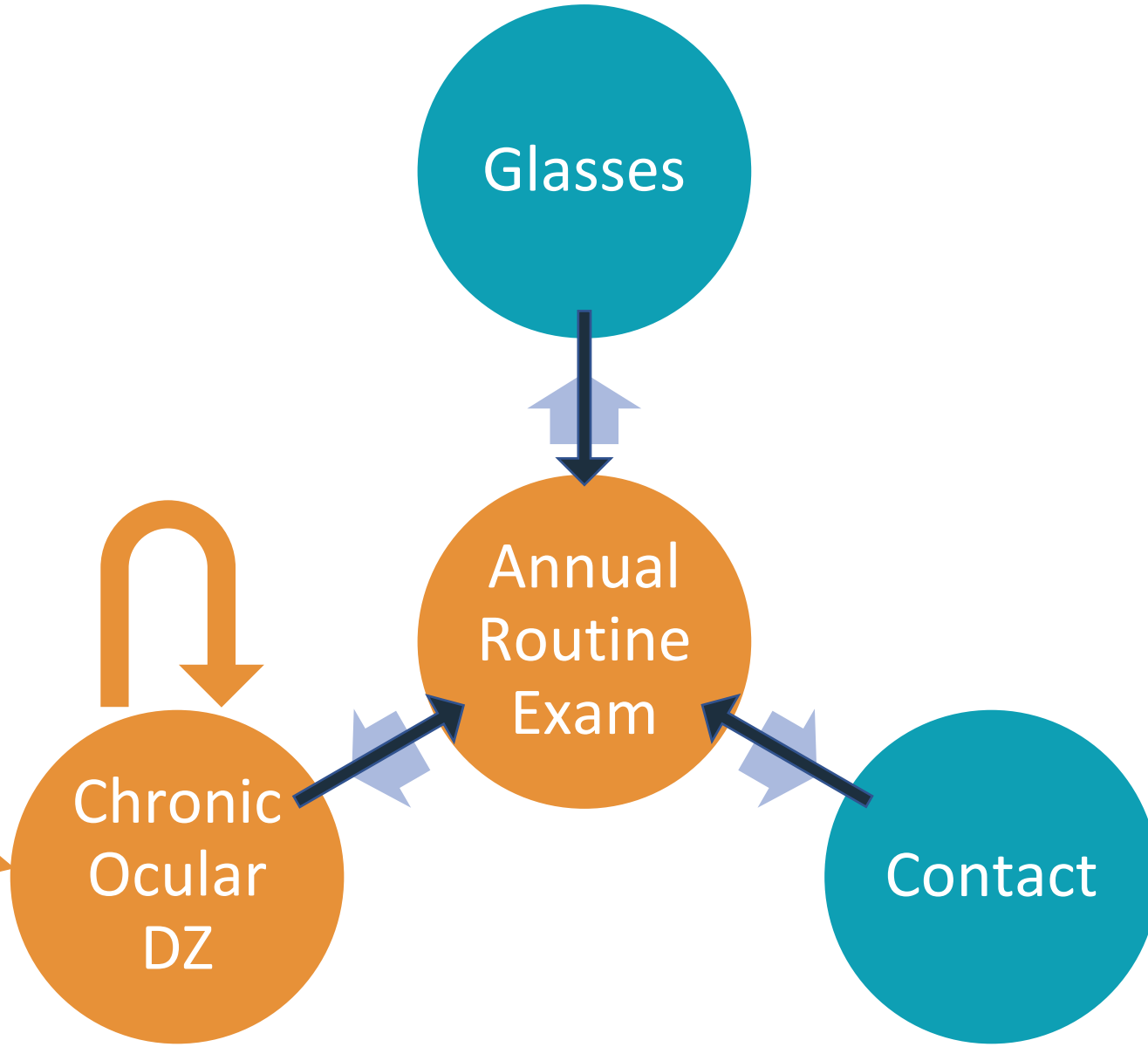


OPTOMETRIC MODEL

(Detect and Refer)

Consider:

- **How do referrals impact your practice?**
  - **Neutral?**
  - Detrimental?



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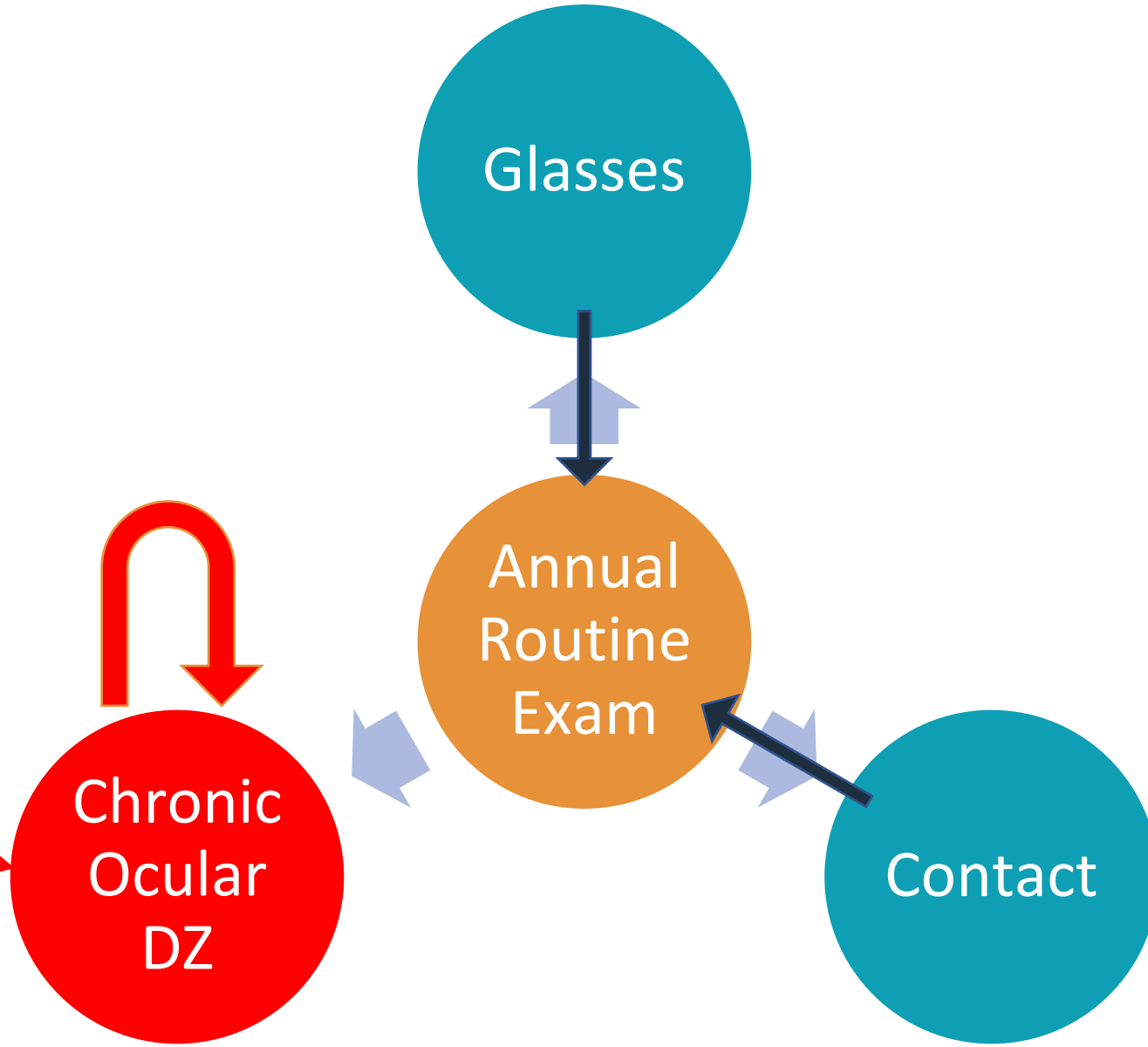


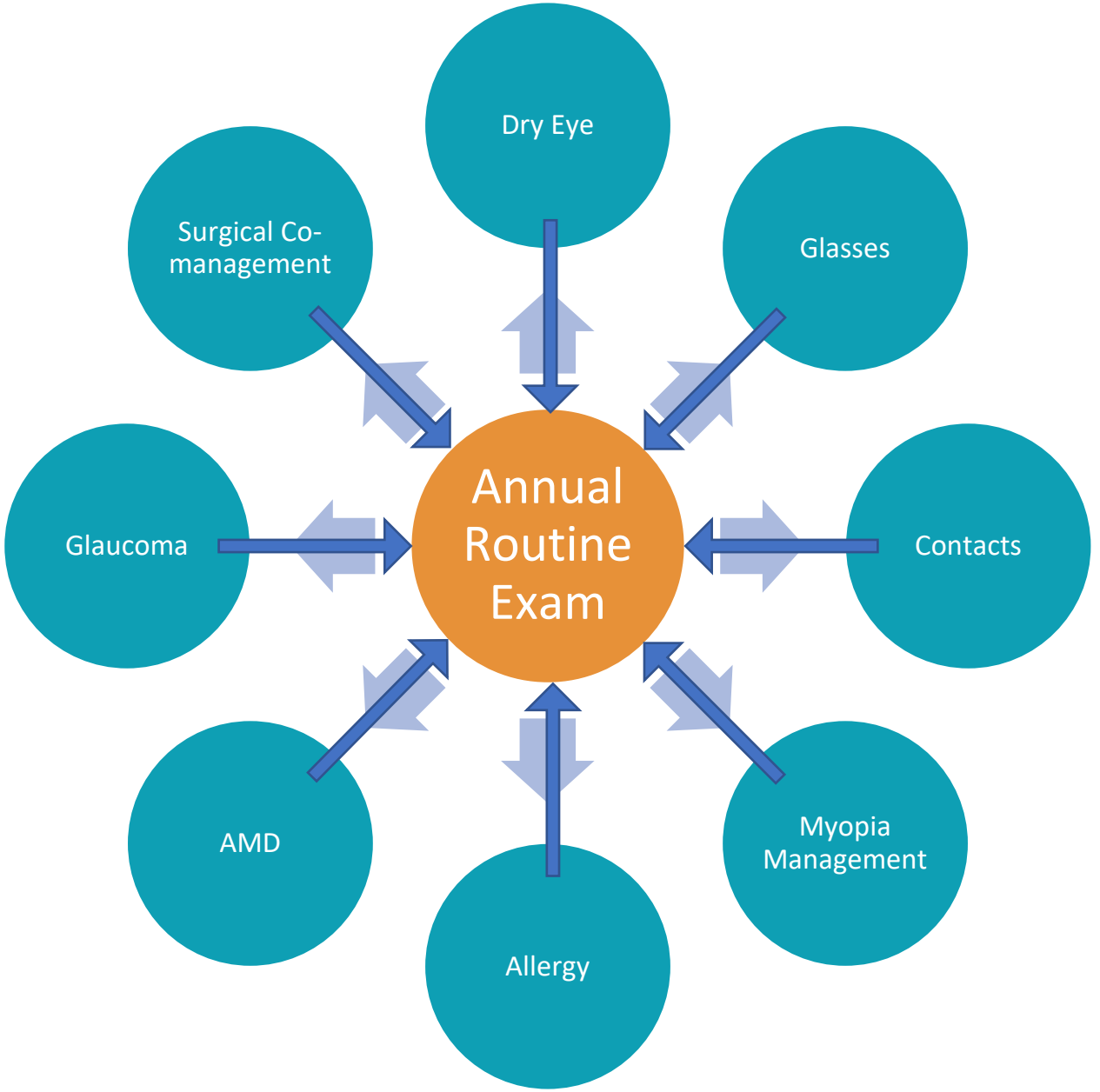
TOTAL PATIENT CARE MODEL

(Capture, Care, Manage)

Consider:

- **Each patient NEED can translate into a pillar of your practice.**

Taking Care of the Patient
=
Taking Care of the Practice



MEDICAL EYECARE OPPORTUNITY

AVERAGE MBA REVENUE SOURCES 2018

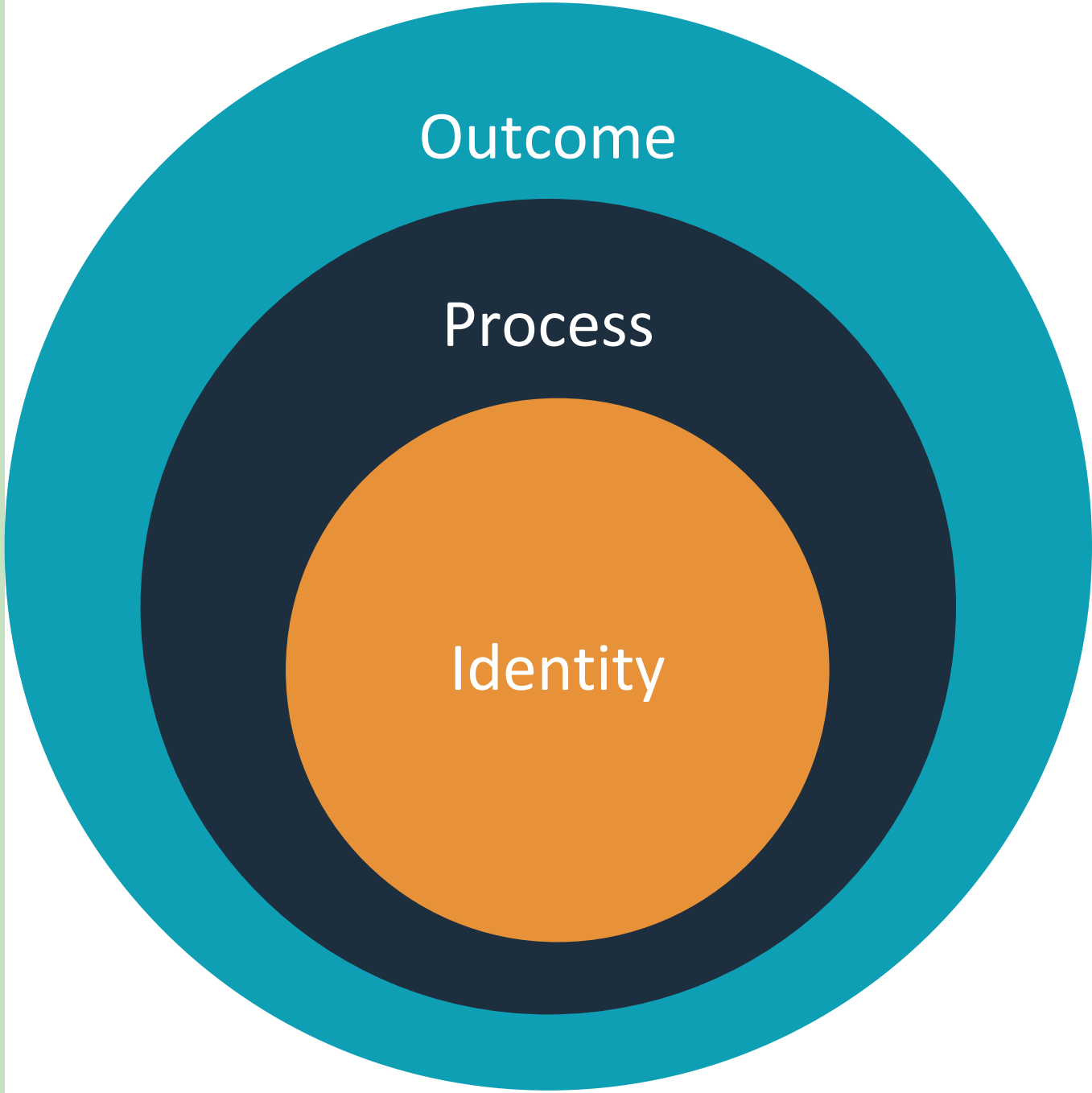
Eye Care Visits By Type	Median MBA	Average MBA	Prevalence data
Dry Eye/MGD[1]	17	27	~ 703
Infection[2]	9	17	~ 50
Allergy[3]	8	14	~ 180
Glaucoma[4]	16	31	~ 21
Cataract Co-mgmt	14	18	?
Refractive Sx Co-mgmt	1	3	?
FB rmvl	2	4	?
Total	**67**	**114**	**954**

WHERE WE START

IDENTITY (belief)

PROCESS (the habit)

OUTCOME (results)

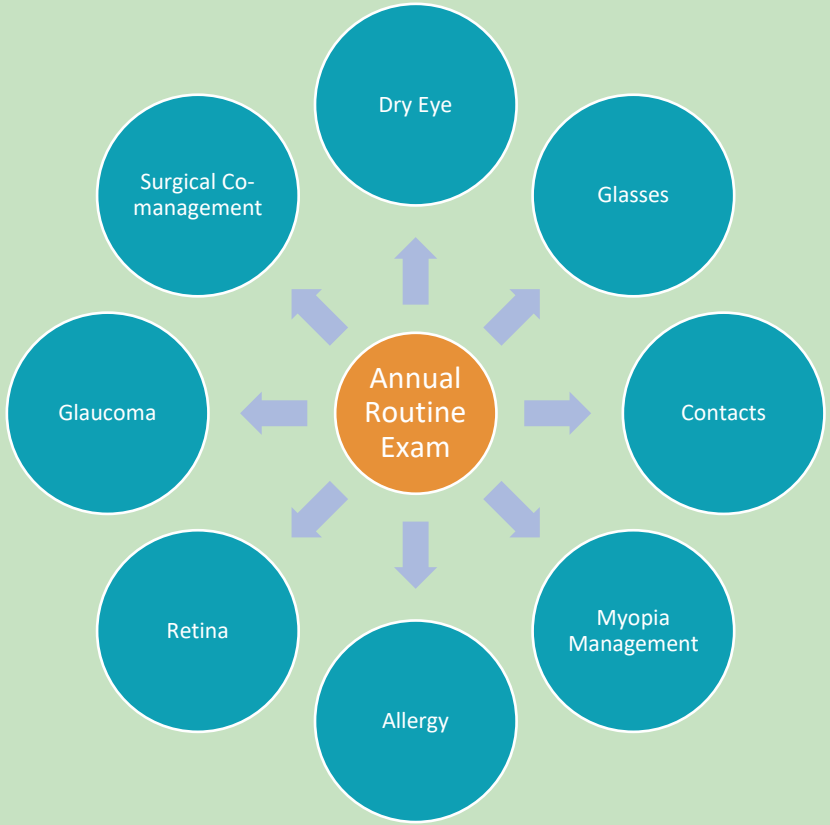


IDENTITY (beliefs)

PROCESS (habits)

OUTCOME (results)

Optometry is best for all eye care patients



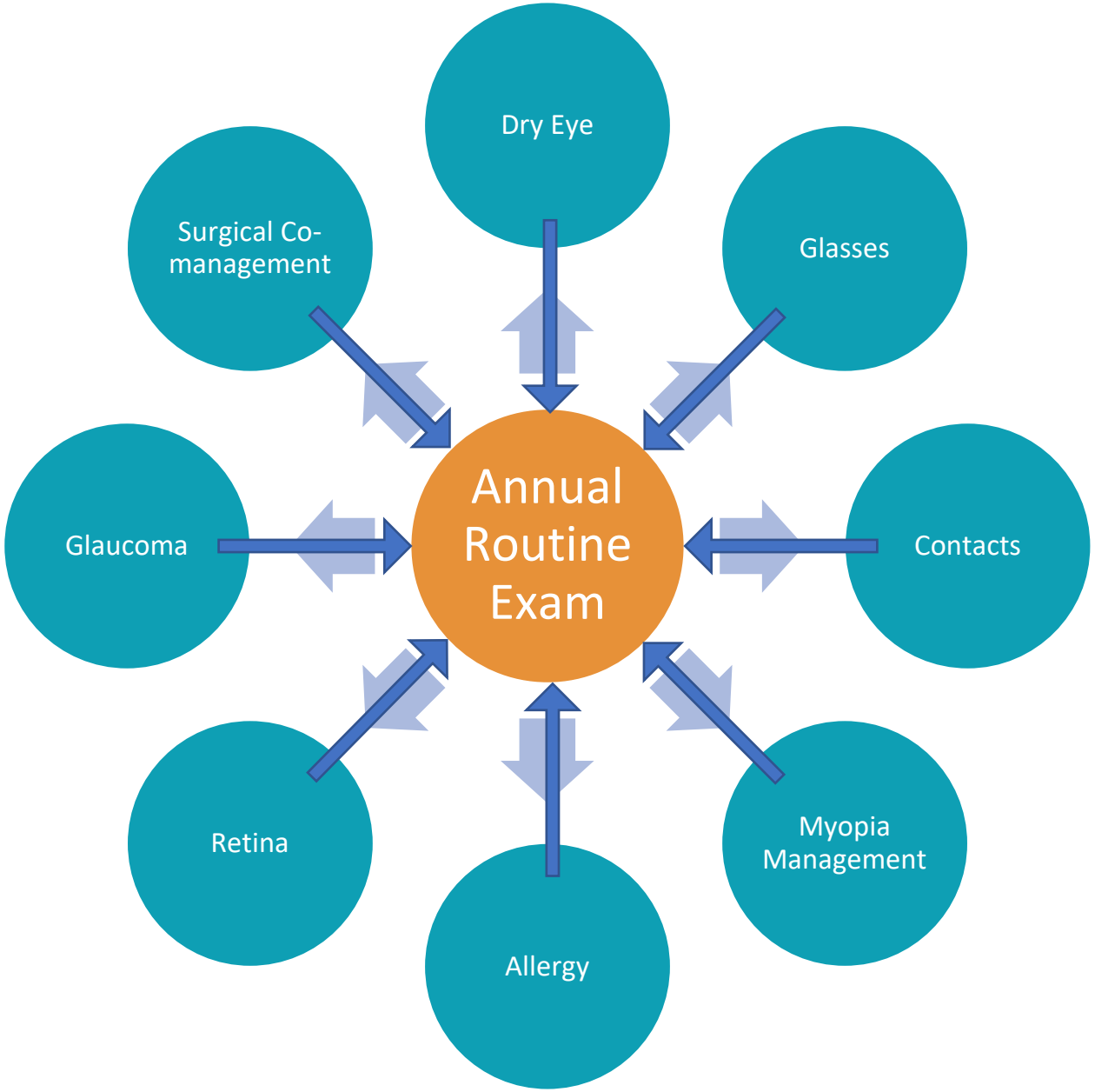
Thriving & Resilient Practice

WHERE WE START

IDENTITY (beliefs)

You MUST ACCEPT:

- **MVCP =**
  - **Prescribing glasses**
  - **Screening for diseases**
  - **Can have add-ons like contact lenses**



WHERE WE START

IDENTITY (beliefs)

You MUST ACCEPT:

- **MVCP =**
  - **Prescribing glasses**
  - **Screening for diseases**
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MVC PROVIDER MANUAL

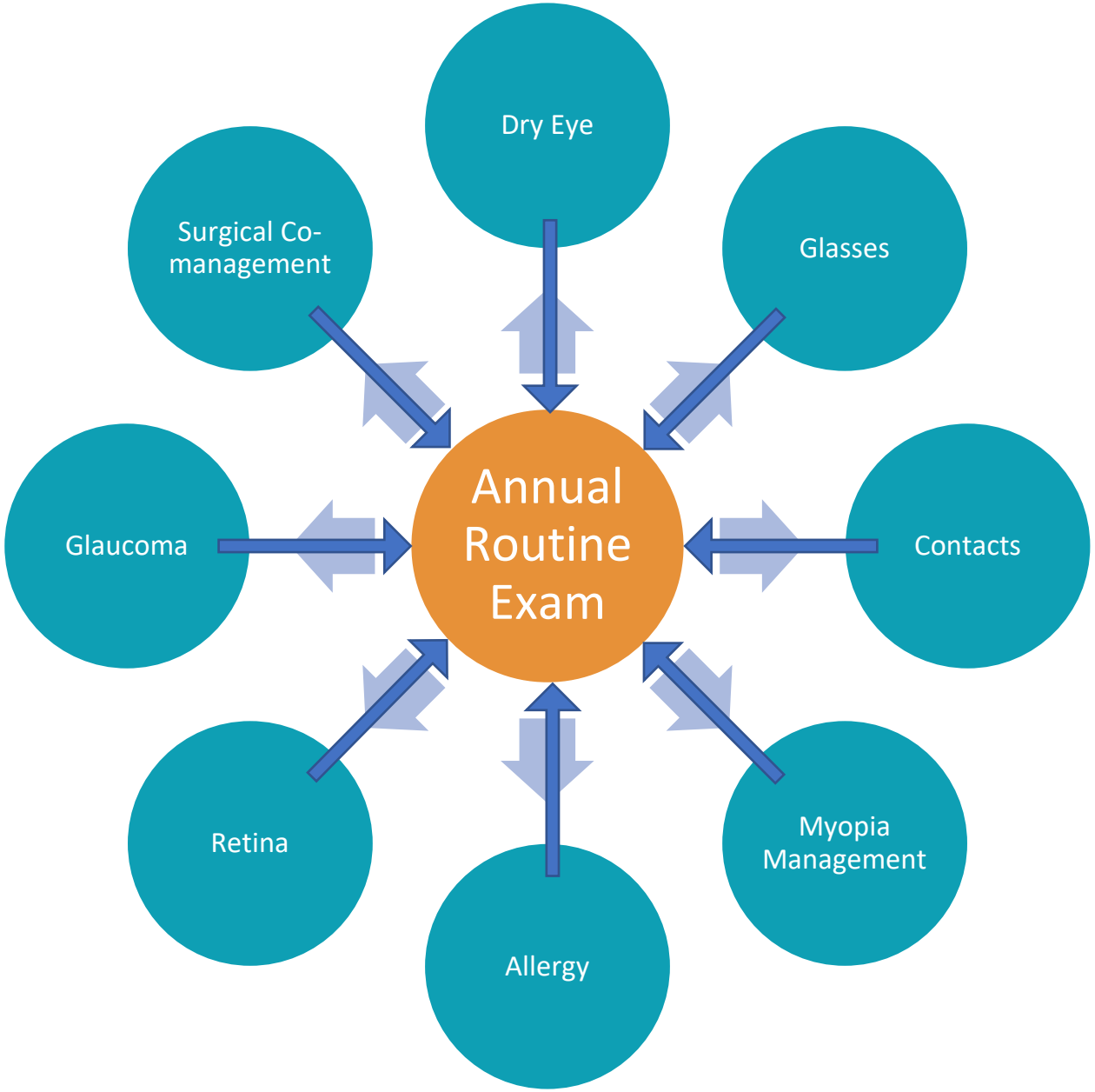
"Your patient's chief complaint or reason for an exam (note: the chief complaint should also be the primary diagnosis on the claim and should determine whether to bill XXX for a routine exam or bill for a medical exam)"

WHERE WE START

IDENTITY (beliefs)

You MUST ACCEPT:

- **Each QUESTION you ask on your intake form during a MVCP is intended to UNCOVER an underlying disease or disorder that will be MANAGED at a SEPARATE visit.**

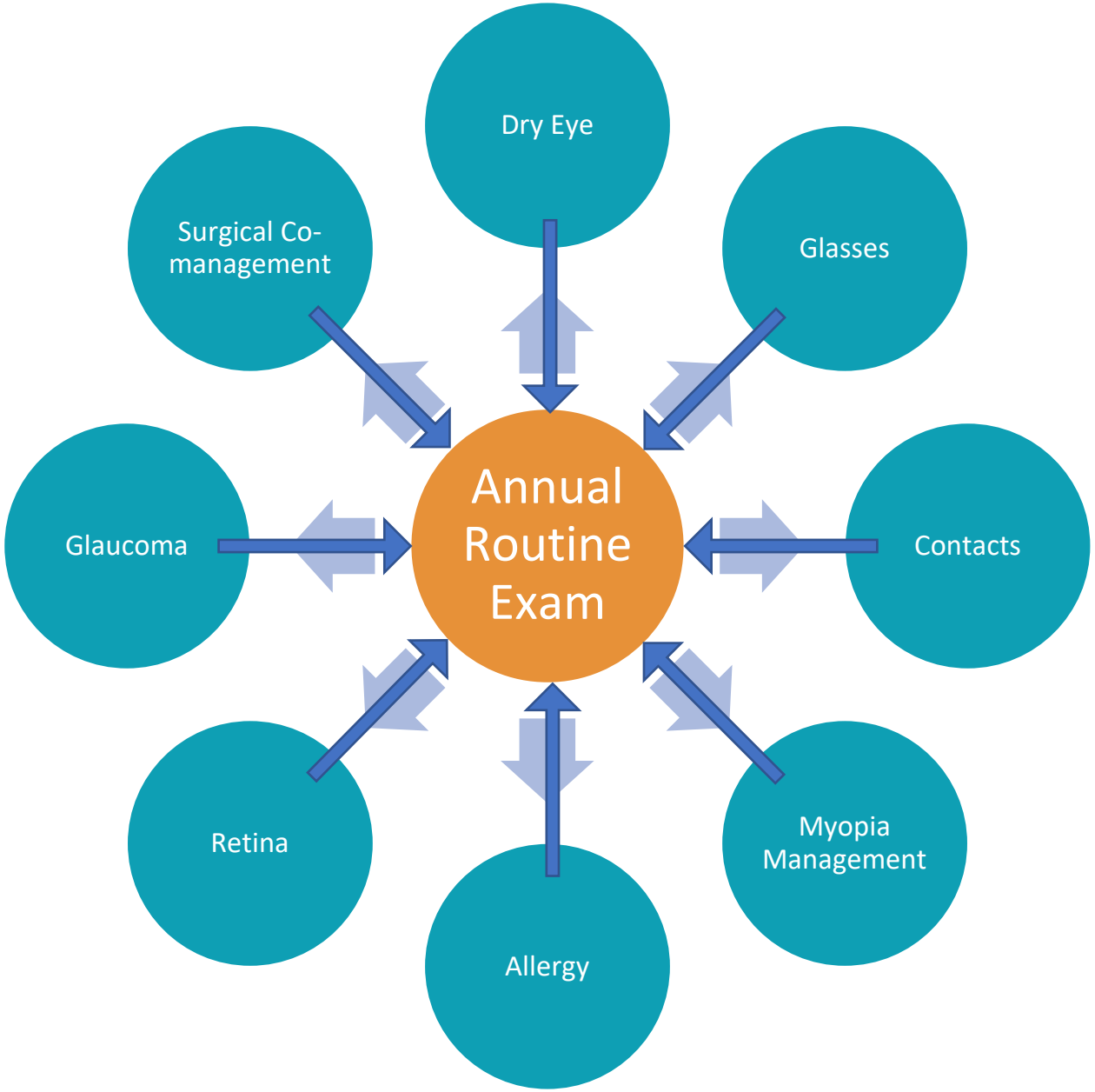


WHERE WE START

<u>IDENTITY (beliefs)</u>

You MUST ACCEPT:

- **Each Test you perform under a MVCP is intended to UNCOVER an underlying disease or disorder that will be MANAGED at a SEPARATE visit**



WHERE WE START

IDENTITY (beliefs)

You MUST ACCEPT:

- **Each Test you perform under a MVCP is intended to UNCOVER an underlying disease or disorder that will be MANAGED at a SEPARATE visit**

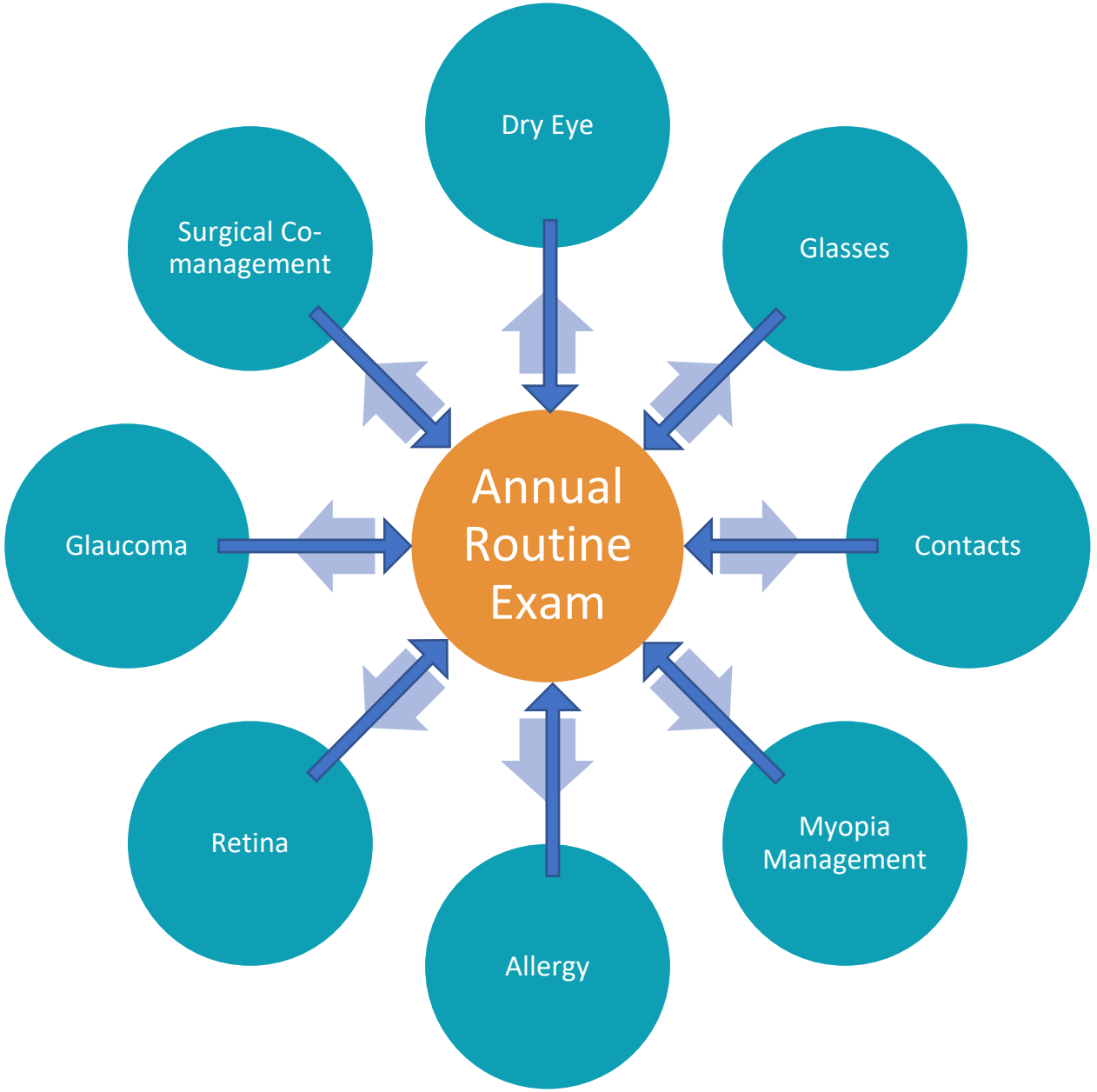
This will make you uncomfortable. Consider…

WHERE WE START

IDENTITY (beliefs)

You MUST ACCEPT:

- **That you will need to CAPTURE the patient**



WHERE WE START

IDENTITY (beliefs)

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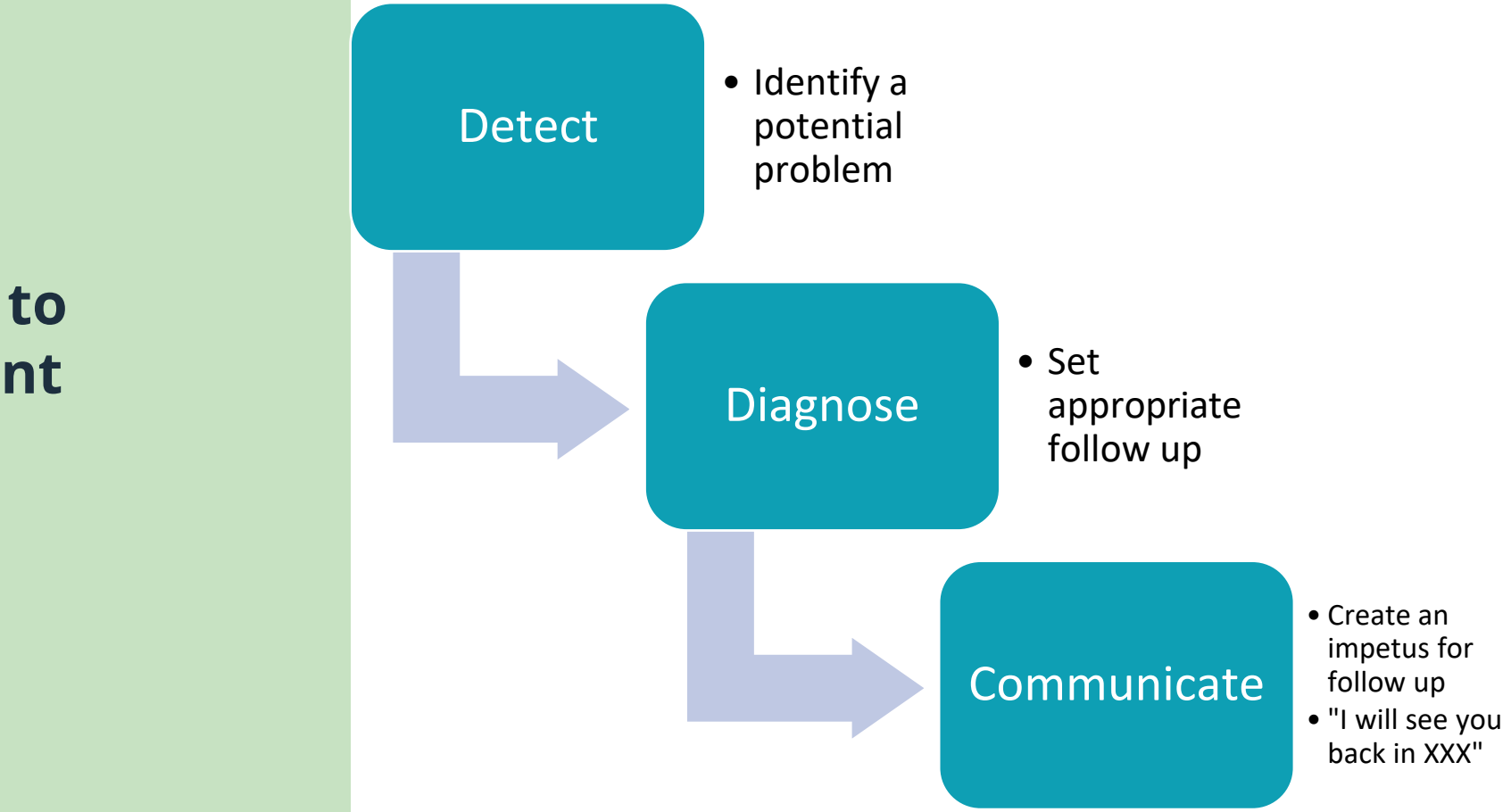
What do we mean by "CAPTURE"

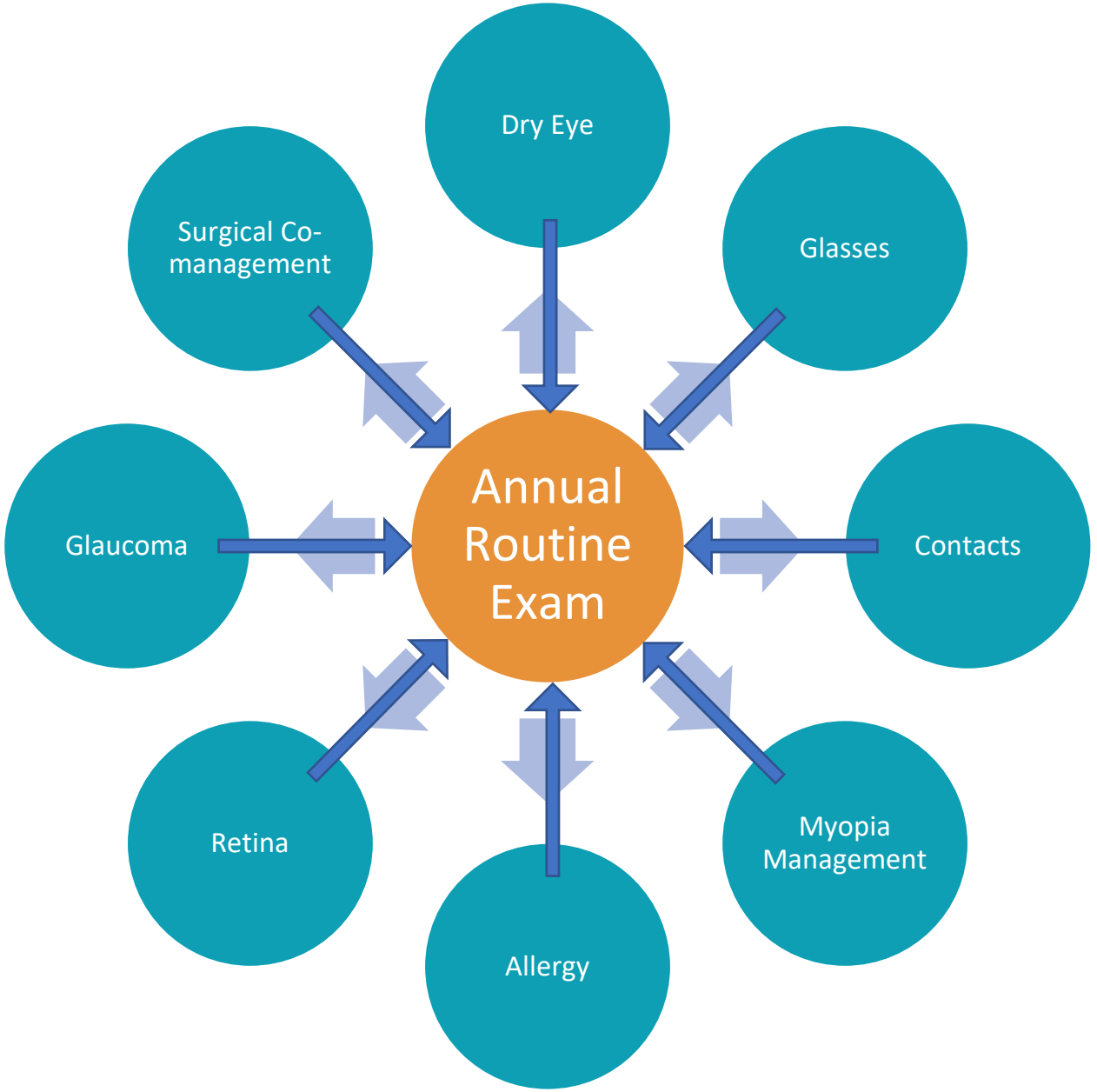


WHERE WE START

<u>IDENTITY (beliefs)</u>

You MUST ACCEPT:

- **That you will need to CREATE a process**



WHERE WE START

IDENTITY (beliefs)

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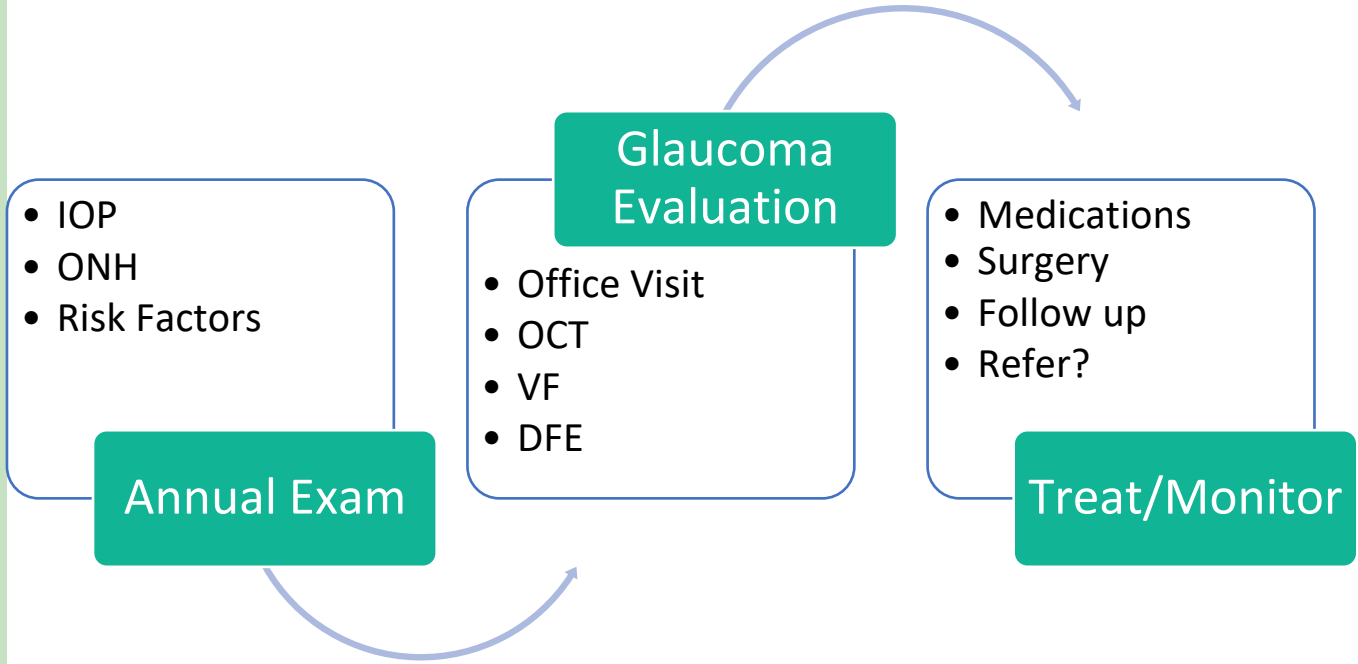
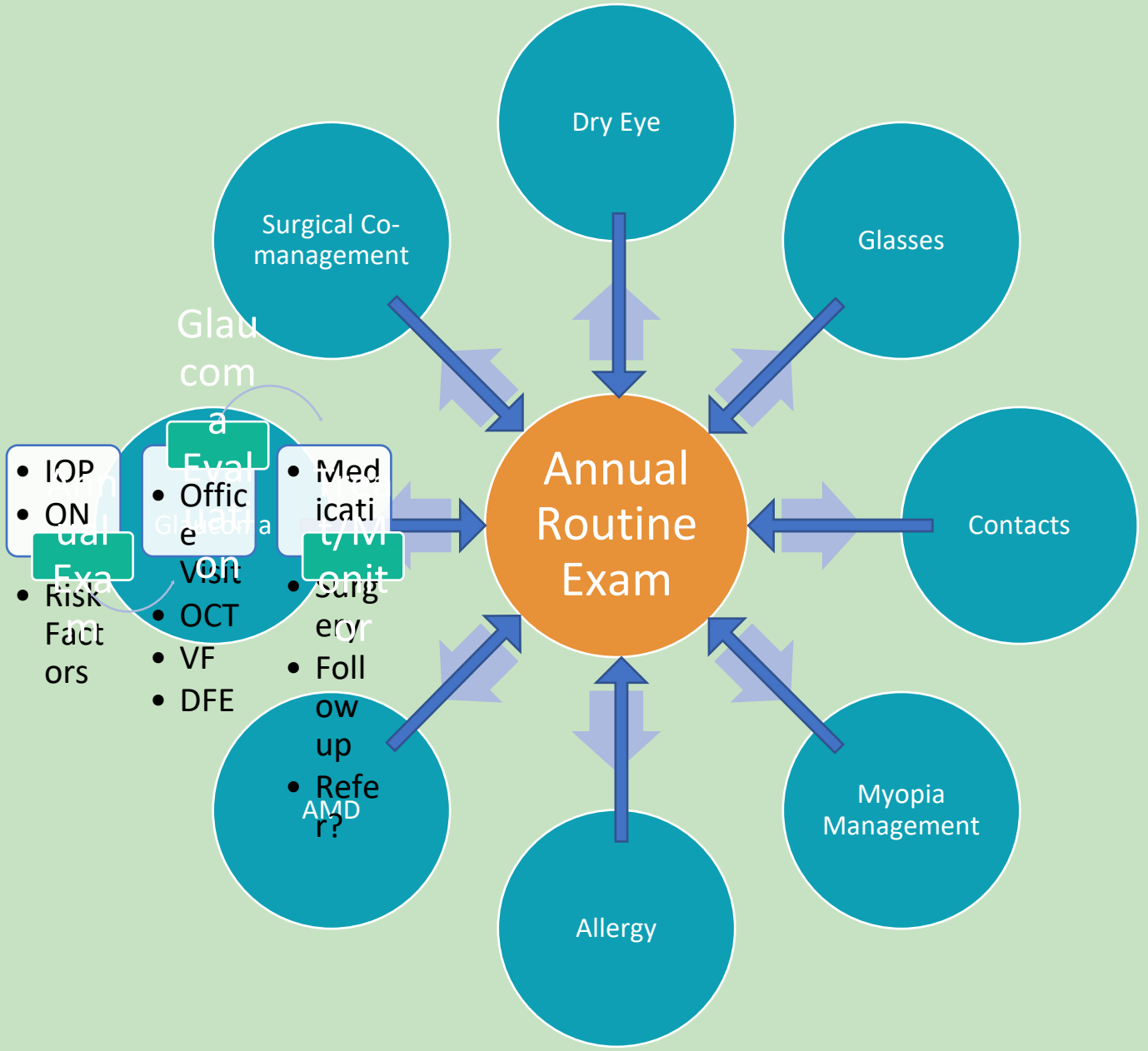
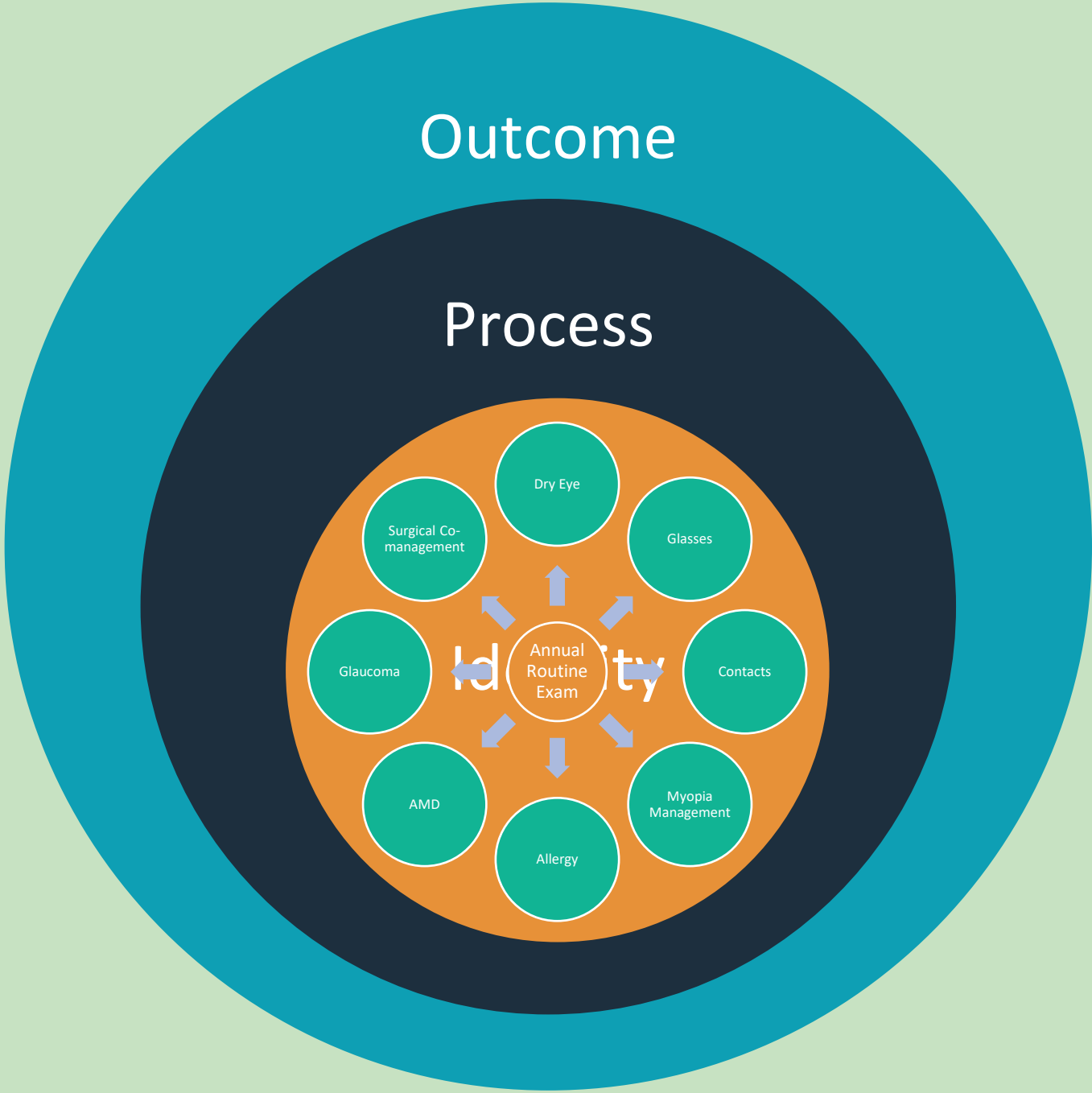


RTC based on risk

FORM THE PROCESS



REINFORCE THE IDENTITY



Q & A