



EyeCode
Education

WHAT IS YOUR IDENTITY

CHRISTOPHER WOLFE, OD, FAAO, DIPL. ABO



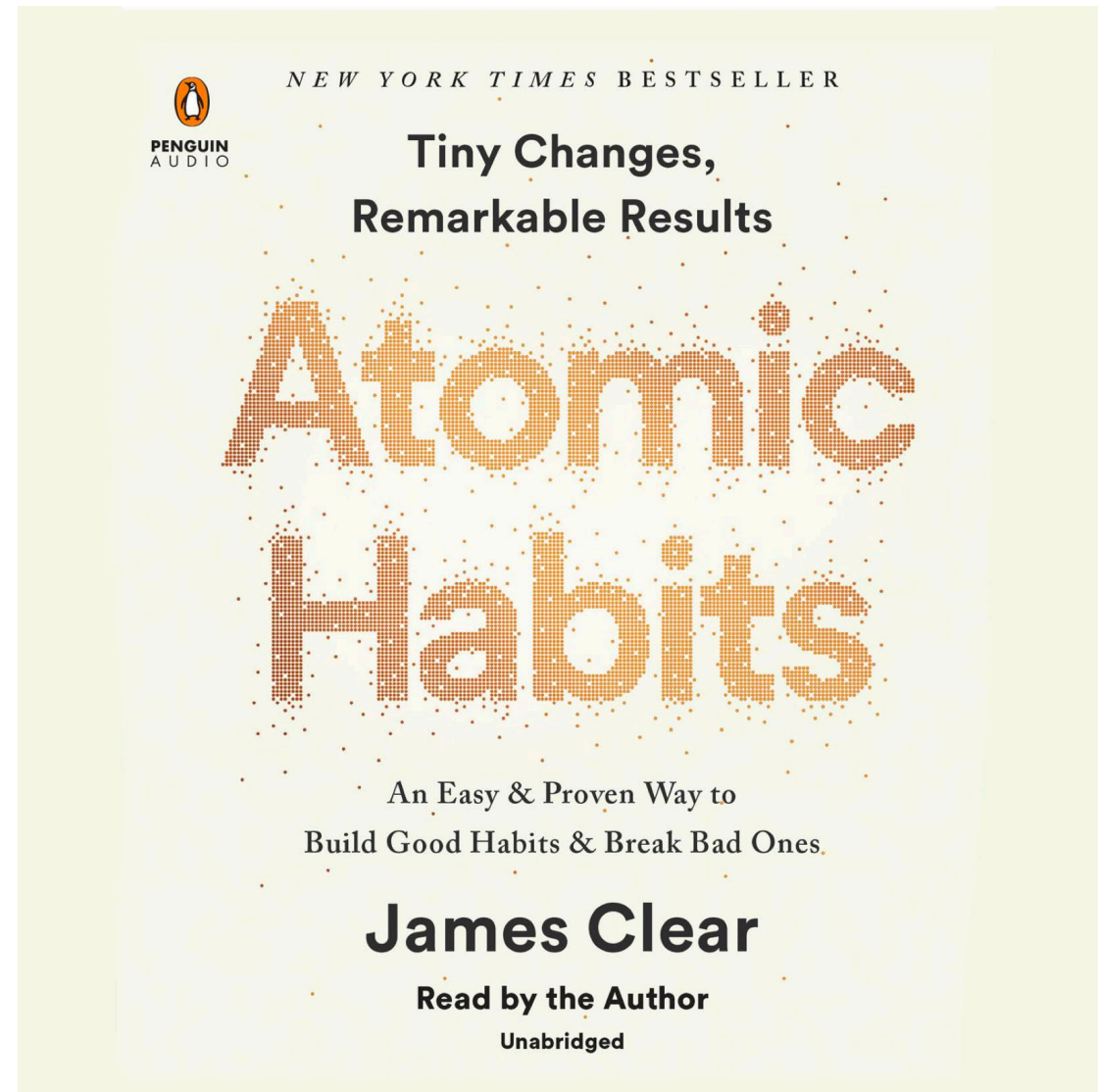




INTRODUCTION

WHAT IS AN IDENTITY?

What beliefs are important for forming an identity?

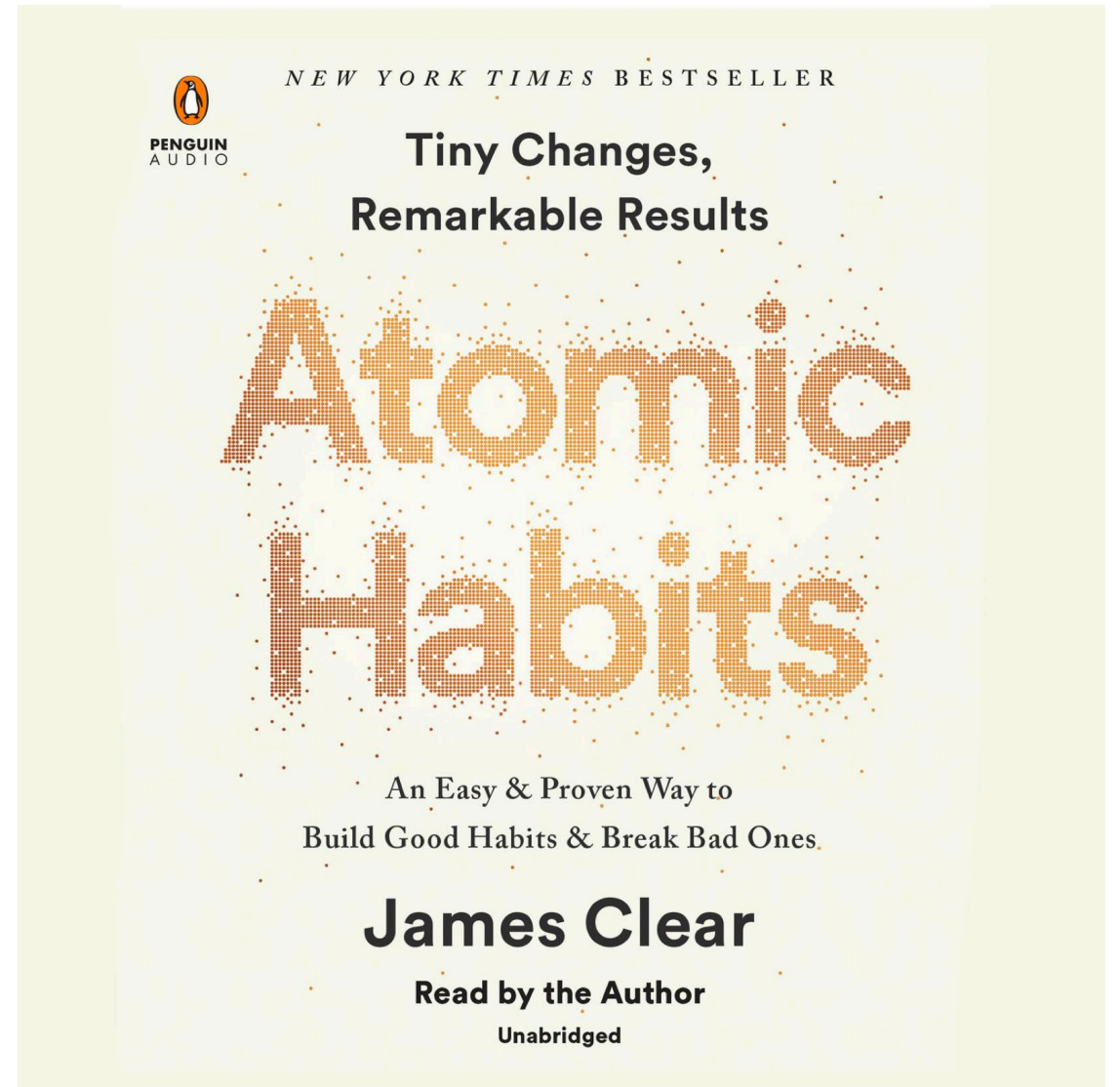




INTRODUCTION

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

What habits reinforce/detract from your identity?

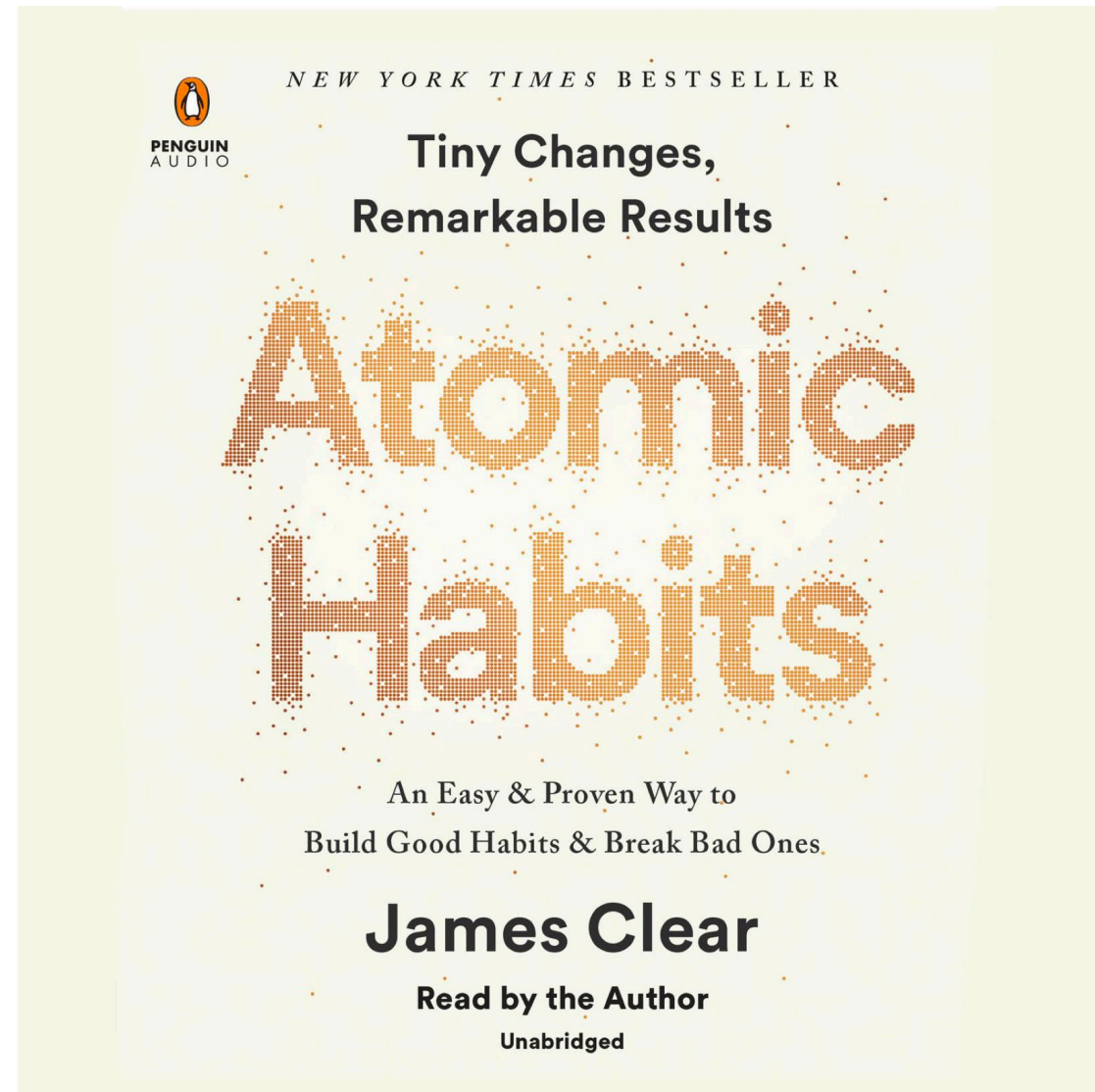




INTRODUCTION

WHAT OUTCOMES DO YOU MEASURE?

How do results impact
your identity?





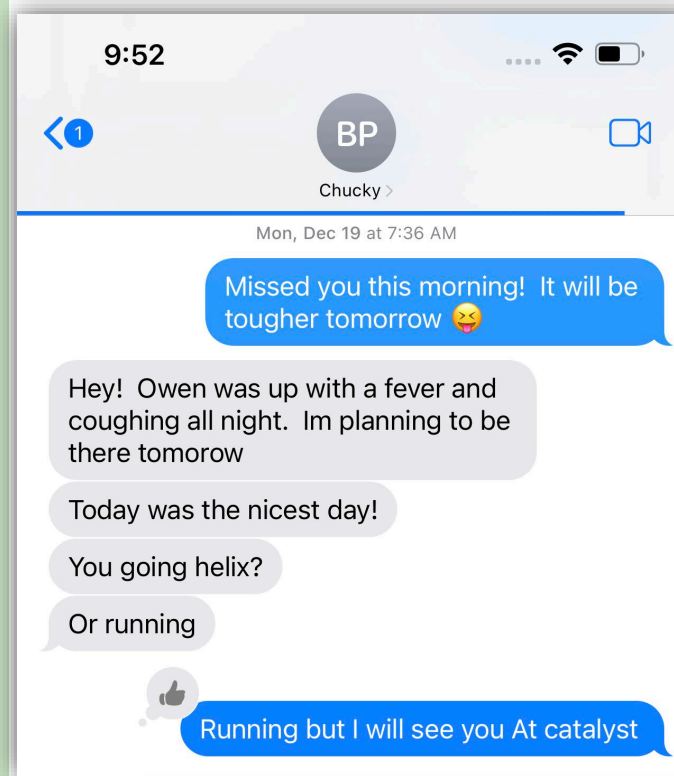
CREATE AUTOMATIC BEHAVIORS



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.”



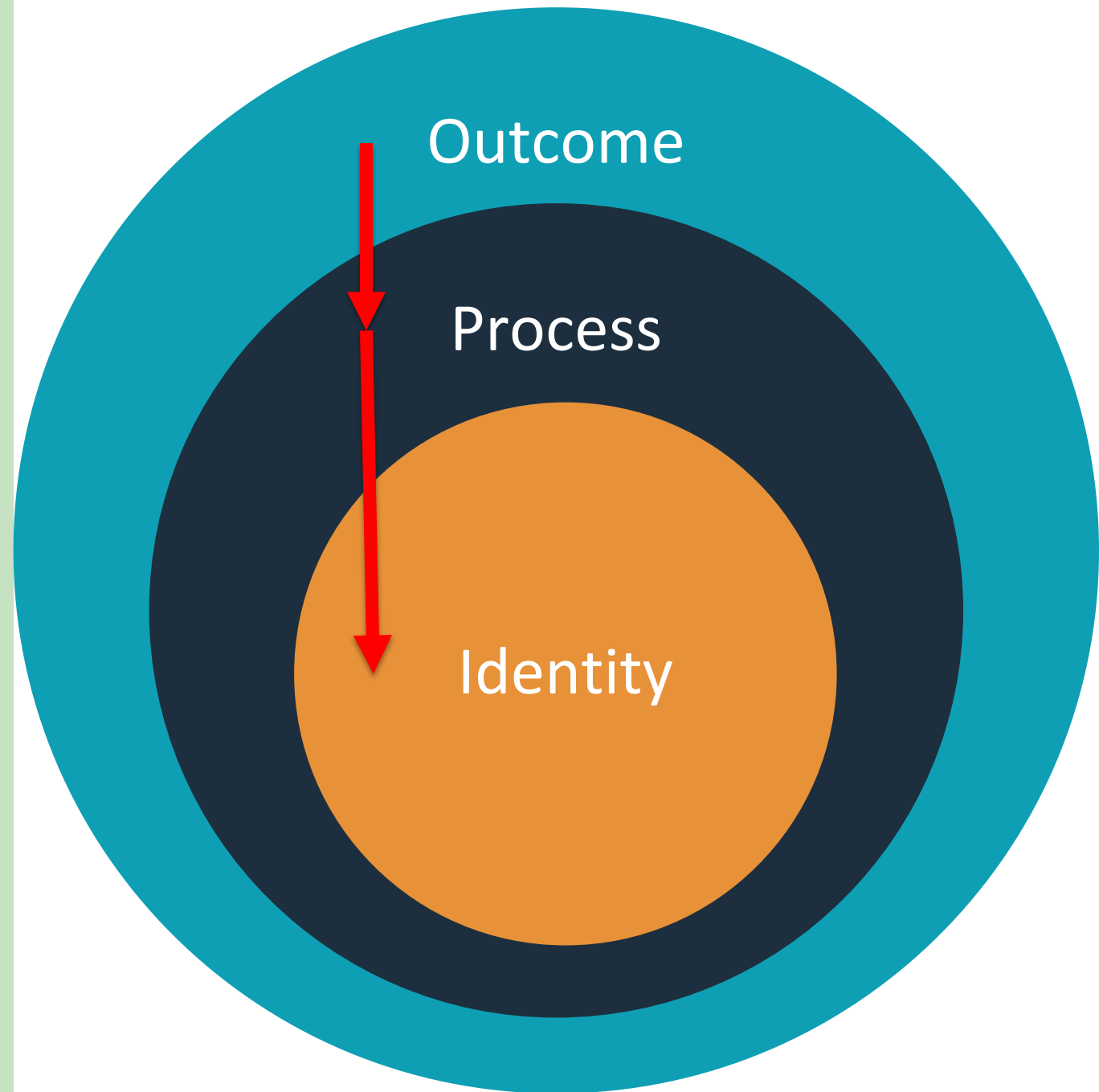


HOW DO YOU BUILD HABITS?

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

KmLE → KGRS 12-26-2022 ~ 10 gal / hr

Preflight										En Route																			
PLANNED					PREDICTED WIND					TEMP	PLAN TAS	WIND CORR ANGLE	TRUE HEADING	MAG HEADING	Checkpoints					ARRIVAL									
TRUE COURSE	ALTITUDE	DIRECTION	VELOCITY							± E	± VAR	± DEV	COMPASS HEADING	DIST LEG	GS REM	ETE ACT	ETA ATA	FUEL USED REM	FREQ IDENT	VOR BEARING TO/FROM	TRANS-PONDER CODES	TOTALS	TIME OFF	BLOCK START	BLOCK END	WIND	EST GPH		
263	1,051	350	15K LSK	-12C +8C	85m	+5	268 -3E	265 Ø						10	Ø3	6.0		1.15	10.0					11:00 AM	11:00 AM	2:00 PM			
263	6500 4500	Ø21 290	26K 30K	-12C	135m	+10	273 -3E	270 Ø						91	145	4.5		0.75											
263	6500 4500	Ø21 290	26K 30K	-12C	135m	+10	273 -3E	270 Ø						81	145	5.5		0.9											
263	6500 4500	Ø21 290	26K 30K	-12C	135m	+10	273 -3E	270 Ø						60	145	7.5		1.25											
263	6500	Ø	14K	-6C	135	+6	269 -3	266 Ø						18	136	8		1.3											
263	6500	Ø	14K	-6C	135	+6	269 -3	266 Ø						32	136	8		1.3											
263	1,847	320	7K	-10C	135	+6	269 -3	266 Ø						14	136	6		1.0											
										ARRIVAL										TOTALS		101nm		46.5		7.65			
Terminal Information										Radio Frequencies										Notes: USABLE 50 - 1.1 - 7.65 = 41.25									
Field	Elevation	Runways	A.M.S.: 118.25 C.T.A.F.: 123.0 A.T.I.S.: 123.4 C.T.: 118.2																										
KmLE	1,051	12 + 30	120.1 → 124.0																										
KGRS	1,847	35, 17 - 31, 13																											
GMA-APP																													
Pilot Report										FLIGHT WATCH 122.0 OR NEAREST FLIGHT SERVICE STATION										1 Report Type (PIREP Urgent) 2 Location 3 Time (UTC) 4 Altitude 5 Aircraft Type 6 Sky Cover 7 Weather 8 Temperature 9 Wind 10 Turbulence 11 Icing 12 Remarks ASA-FP-2									

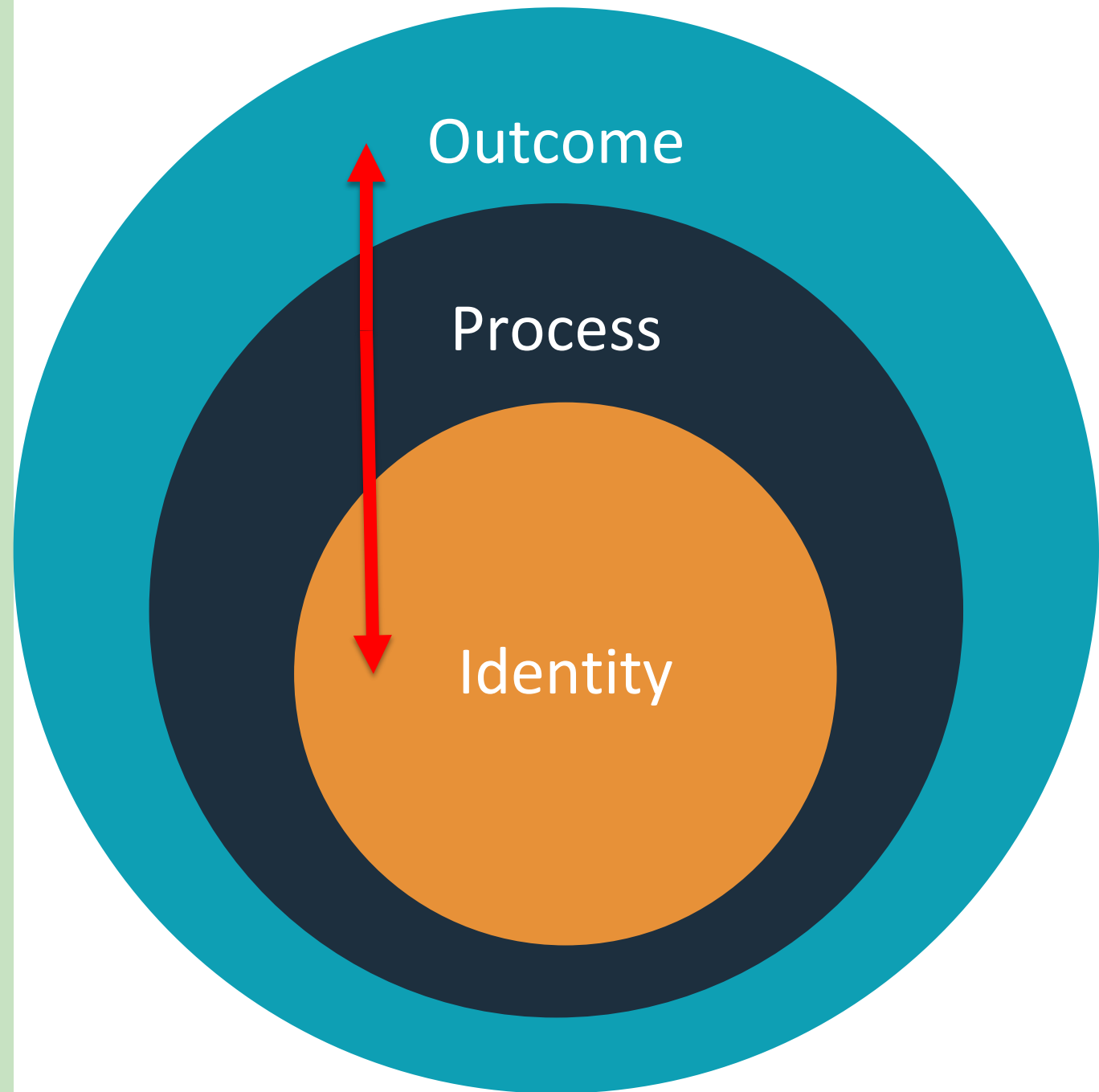


HOW DO YOU BUILD HABITS?

OUTCOME (results)

PROCESS (the habit)

IDENTITY (belief)



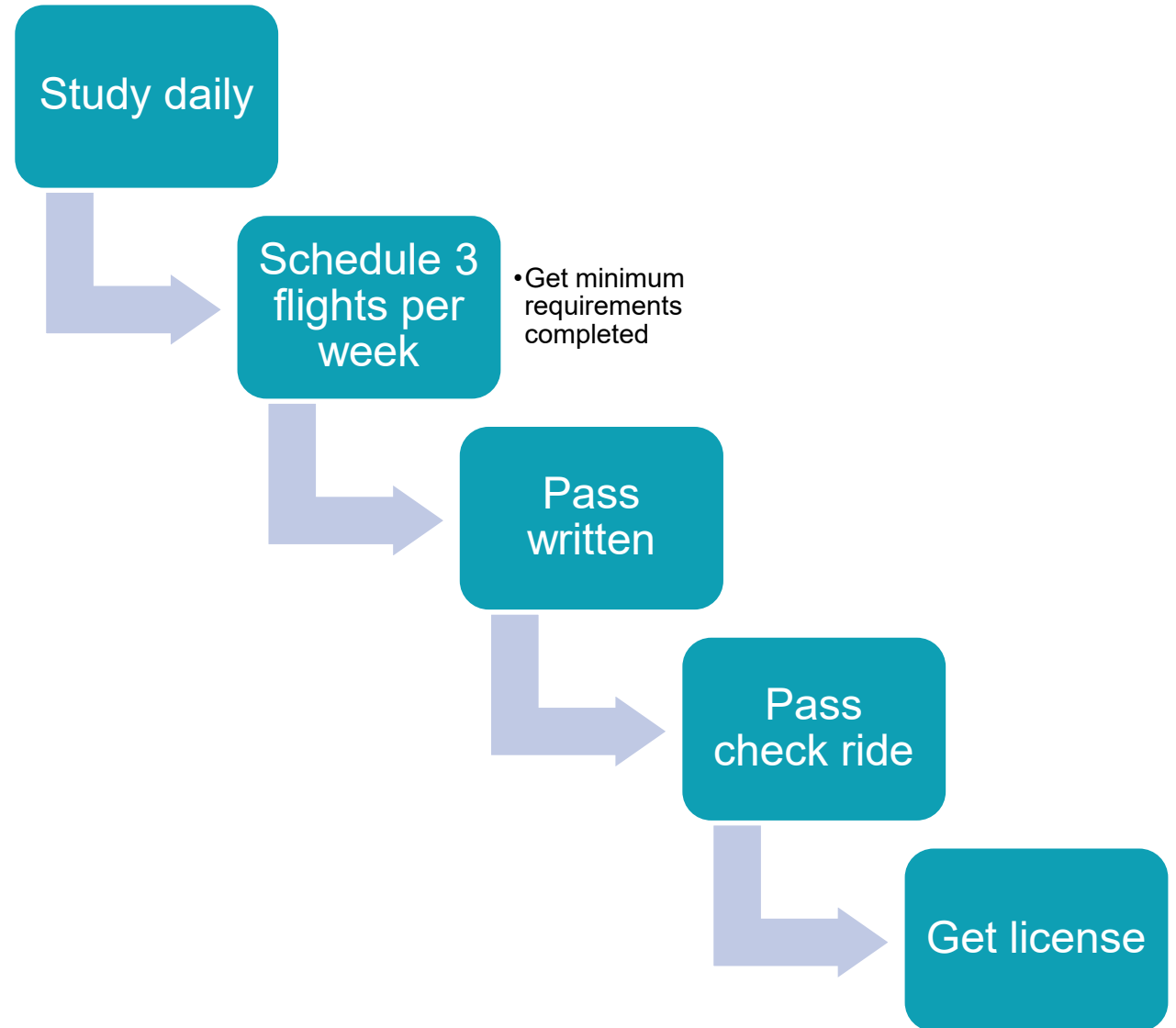


HOW DO YOU BUILD HABITS?

WHAT DOES IT SOUND LIKE?

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

PROCESS-BASED HABITS



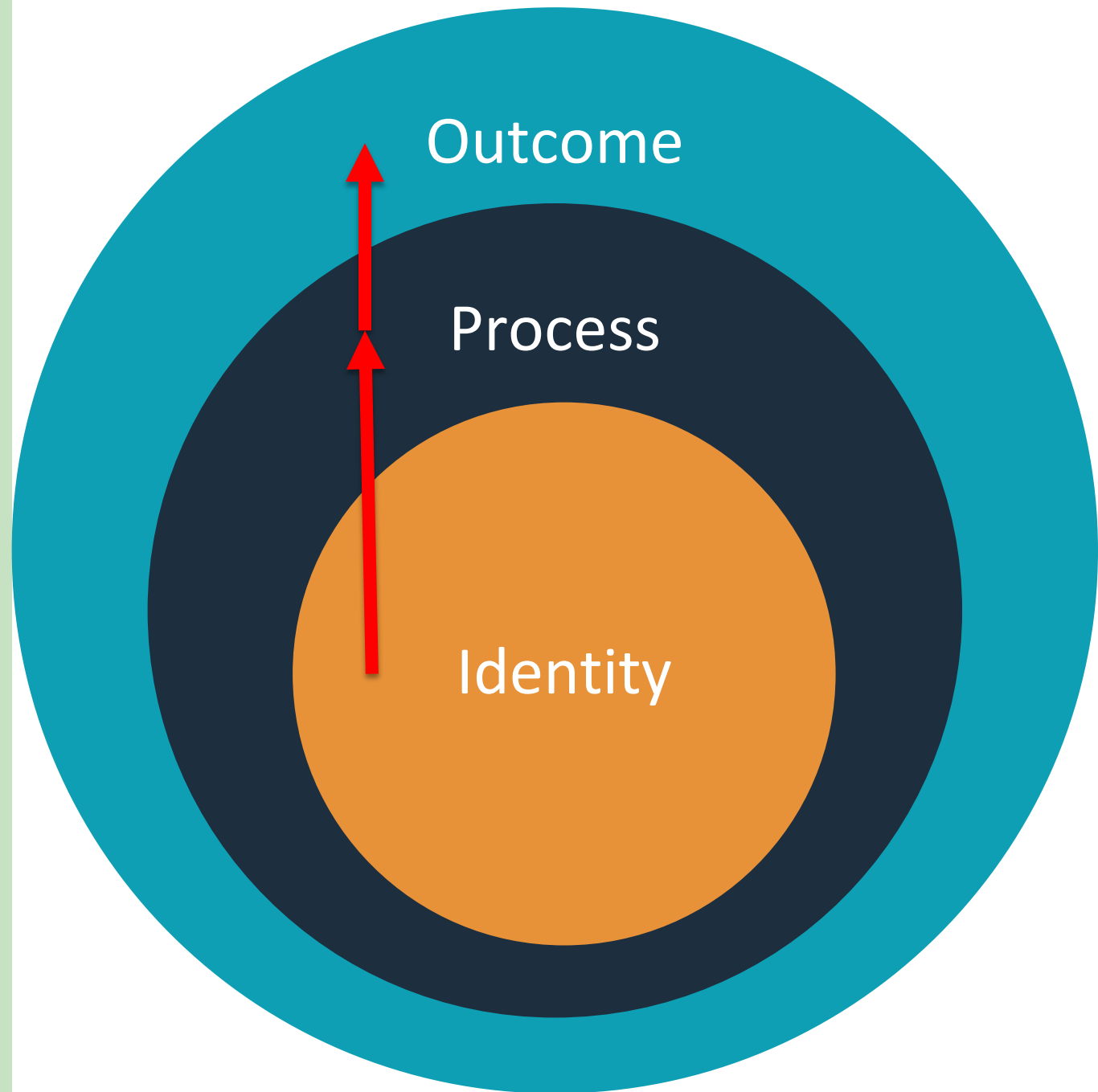


HOW DO YOU BUILD HABITS?

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



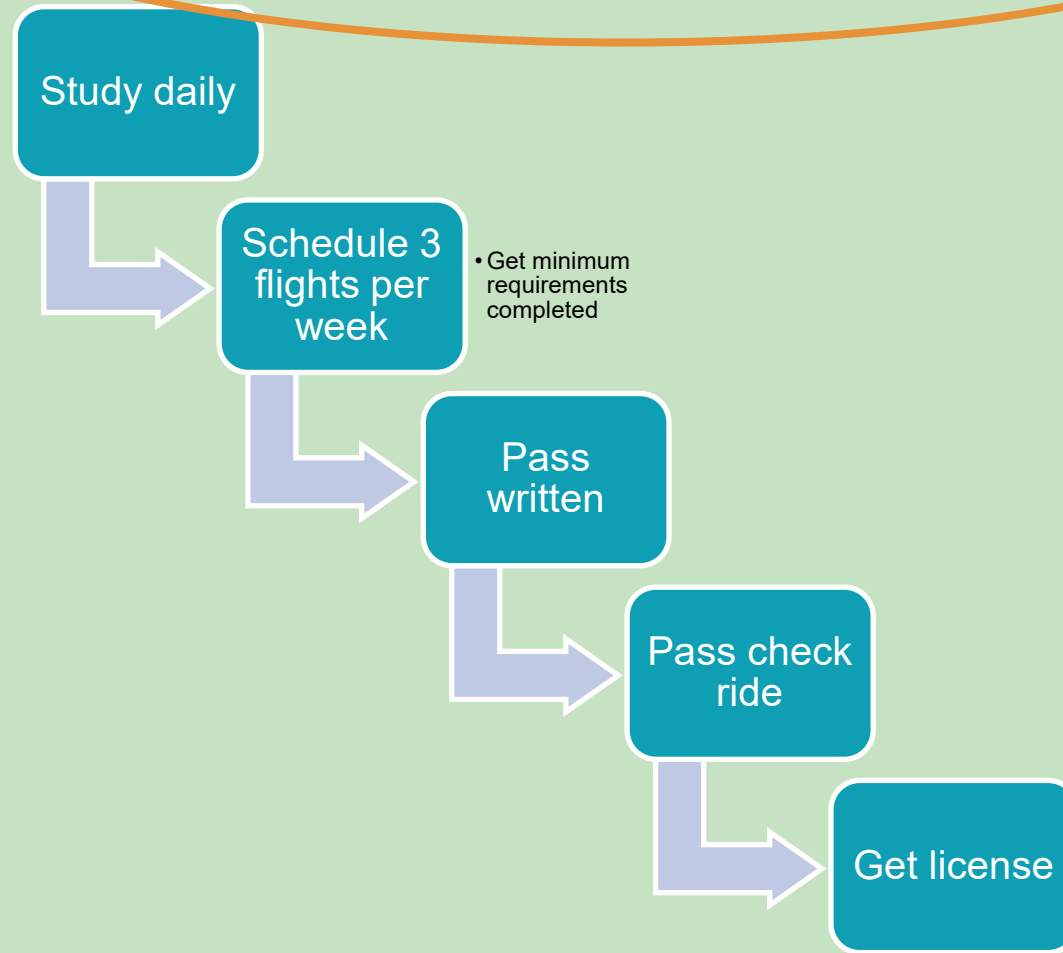


IDENTITY (beliefs)

PROCESS (habits)

OUTCOME (results)

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



Get Pilots License

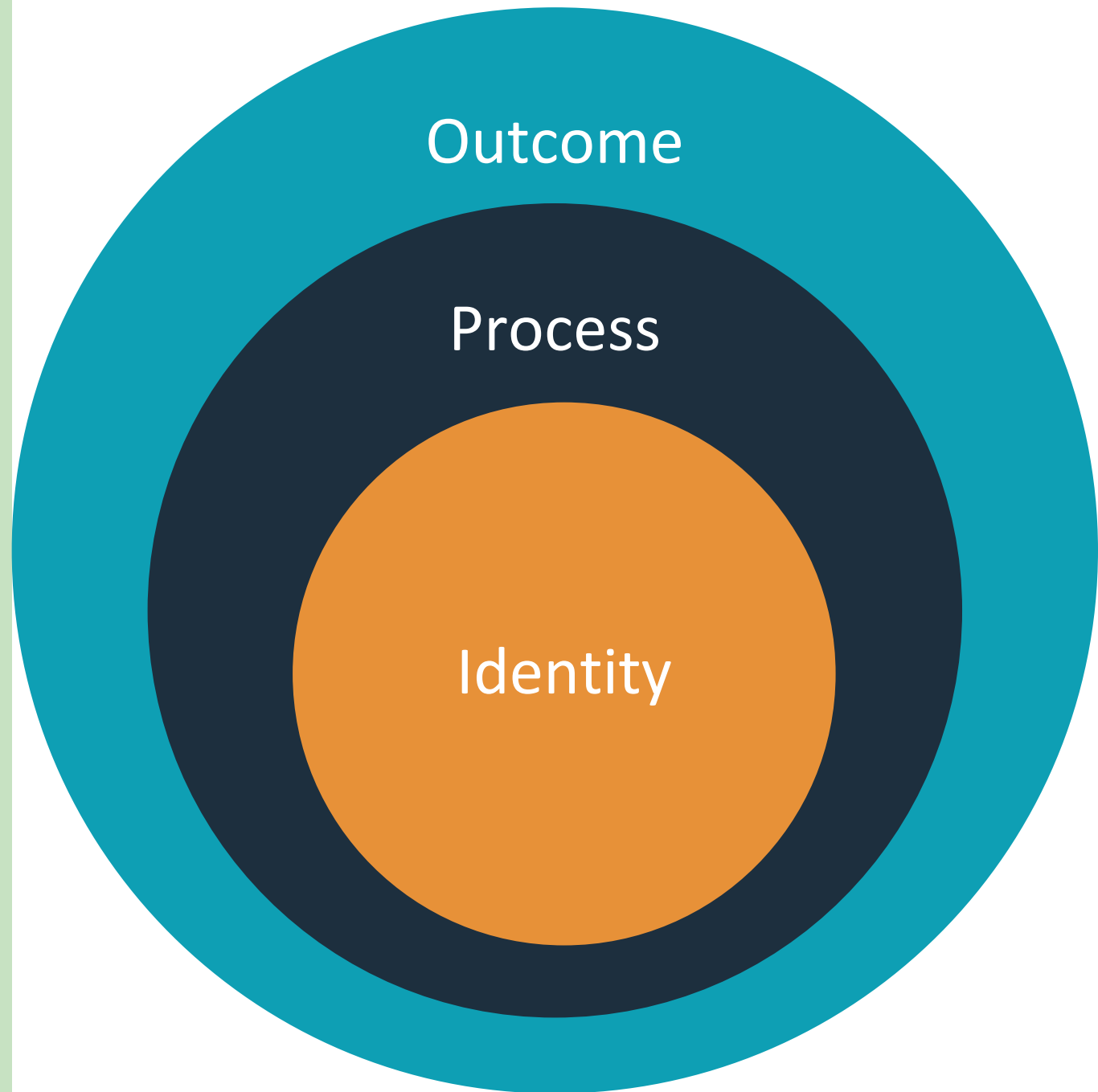


YOUR IDENTITY

IDENTITY (belief)

PROCESS (the habit)

OUTCOME (results)





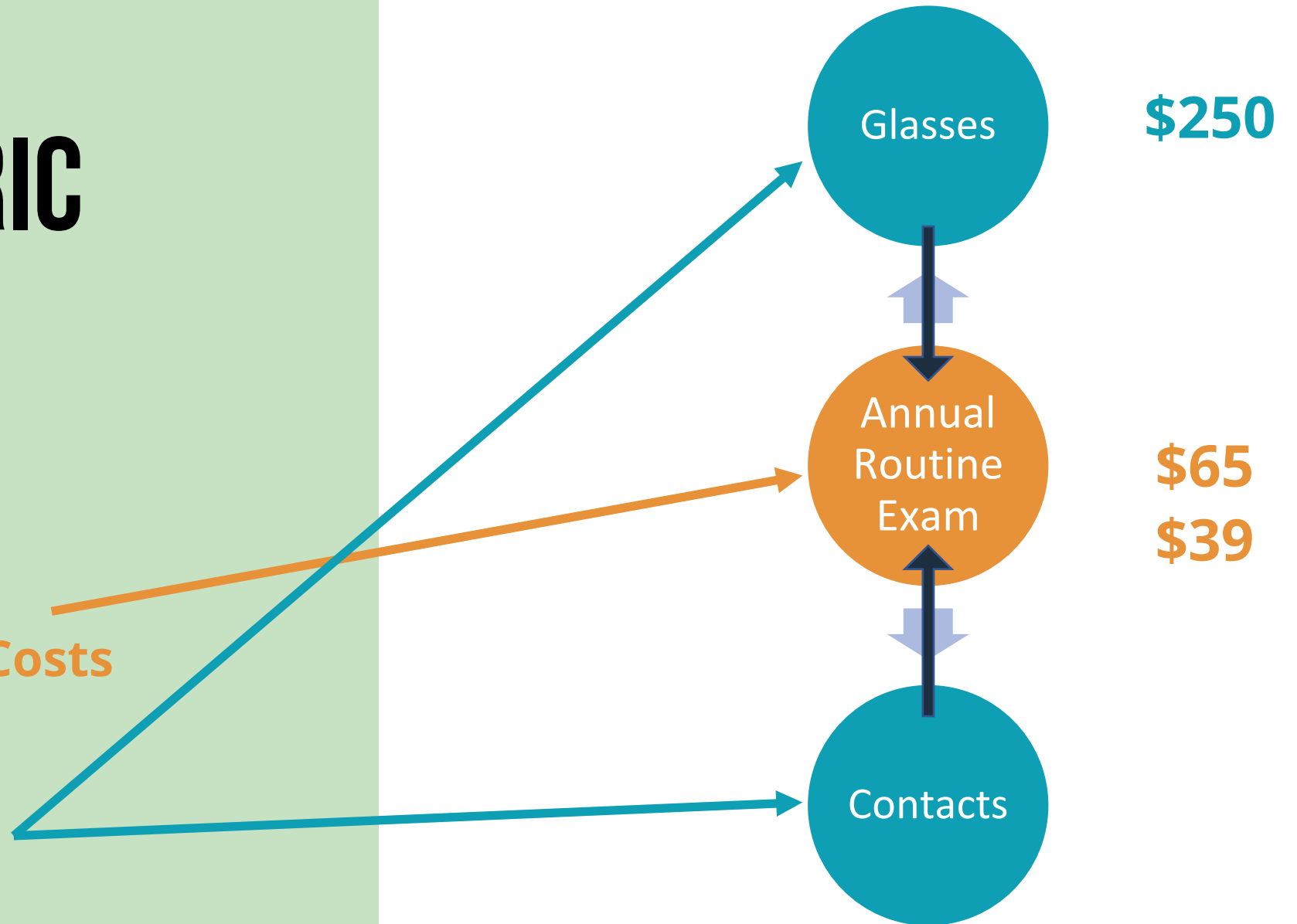
HOW CAN THIS EMPOWER YOUR PRACTICE?



OPTOMETRIC MODEL

Consider:

- Loss Leaders
 - Marketing Costs
- Profit Centers

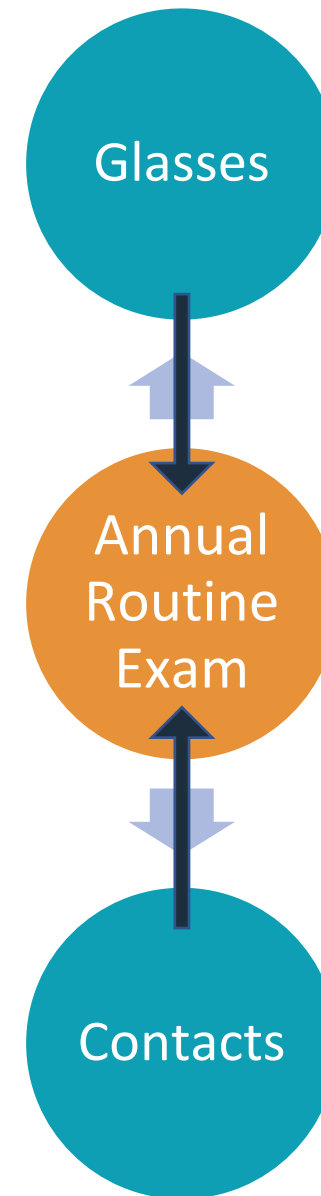




OPTOMETRIC MODEL

Consider:

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





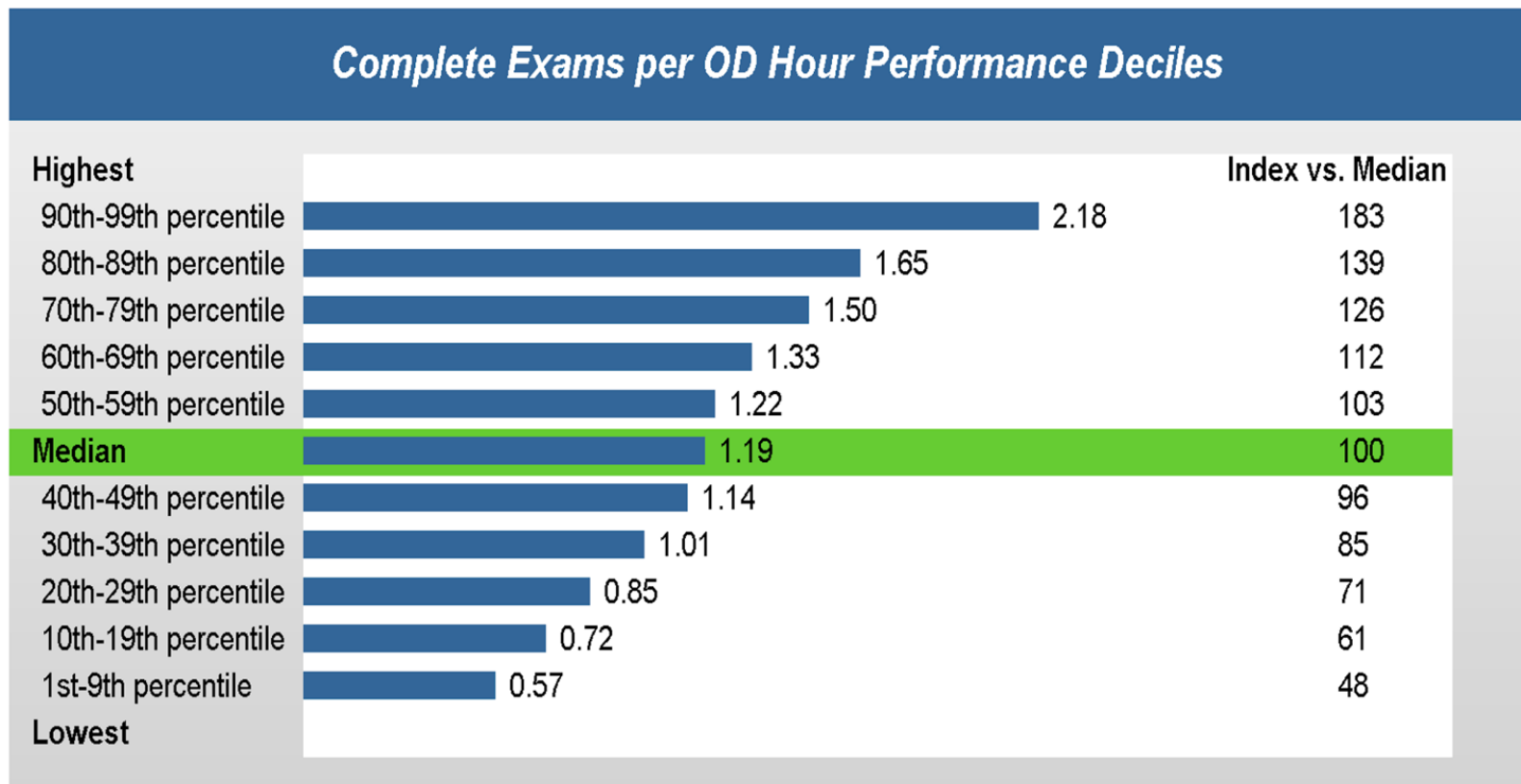
EXAMS/HR

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

Complete Exams per OD Hour Performance Deciles



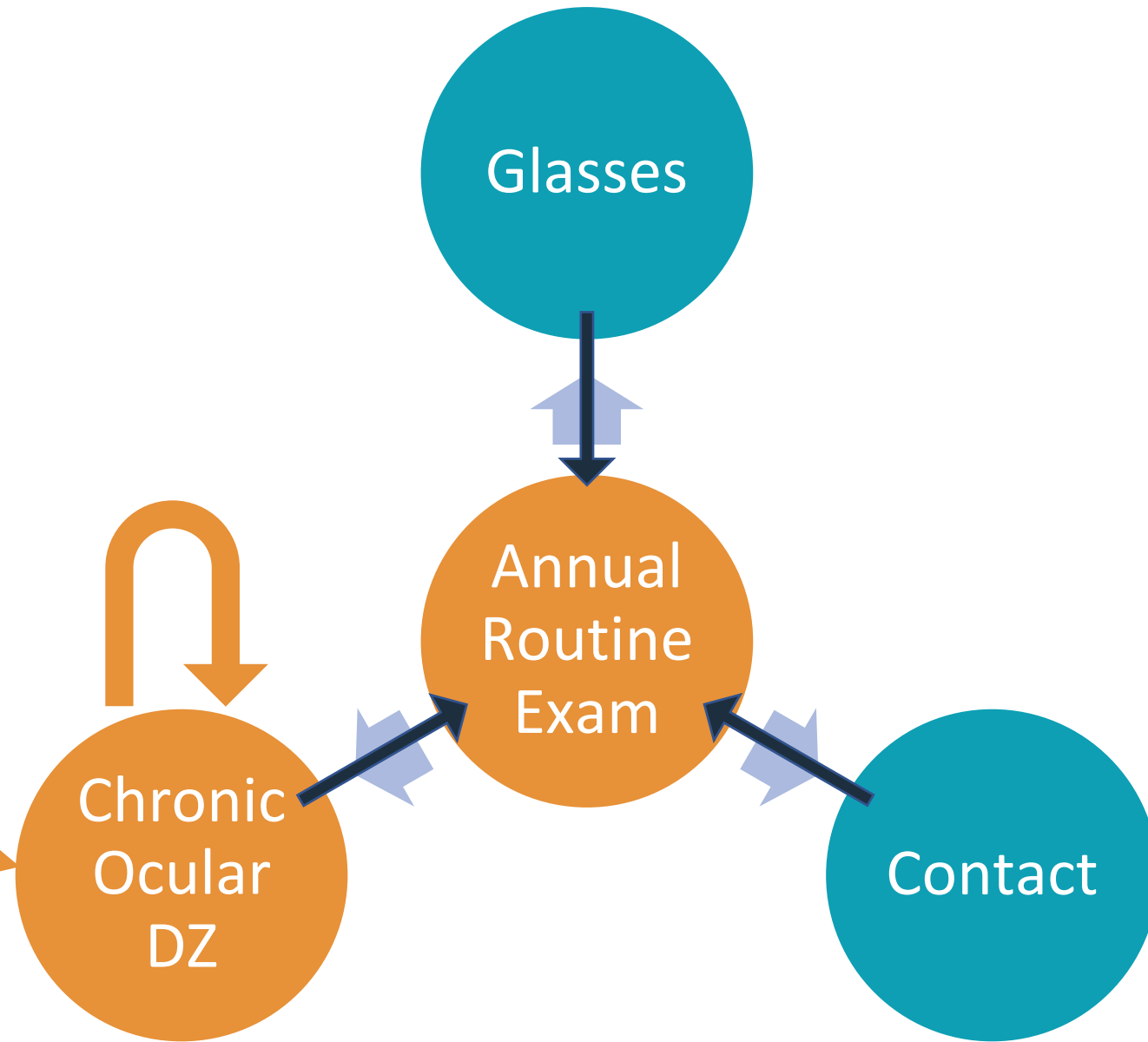


OPTOMETRIC MODEL

(Detect and Refer)

Consider:

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



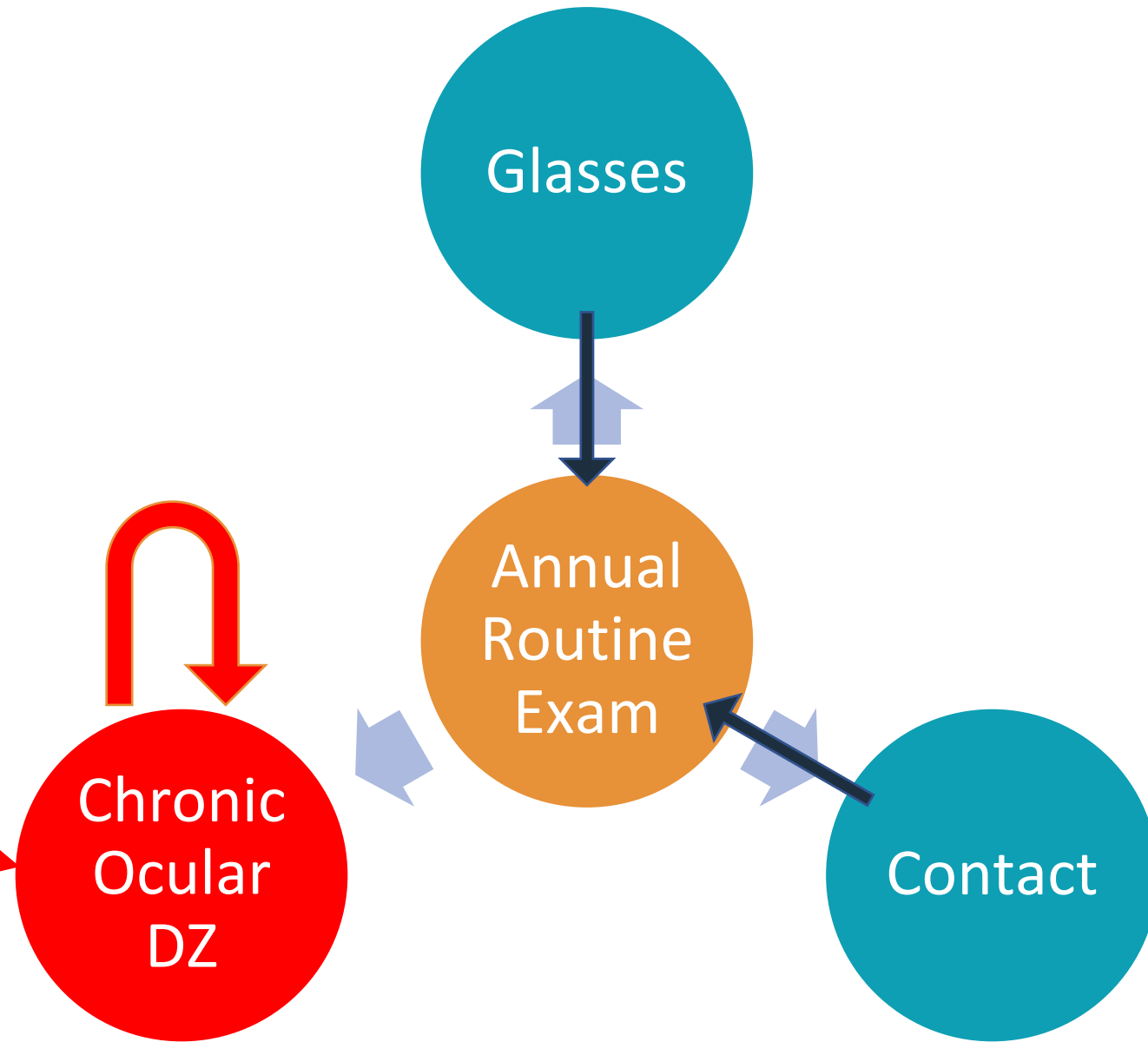


OPTOMETRIC MODEL

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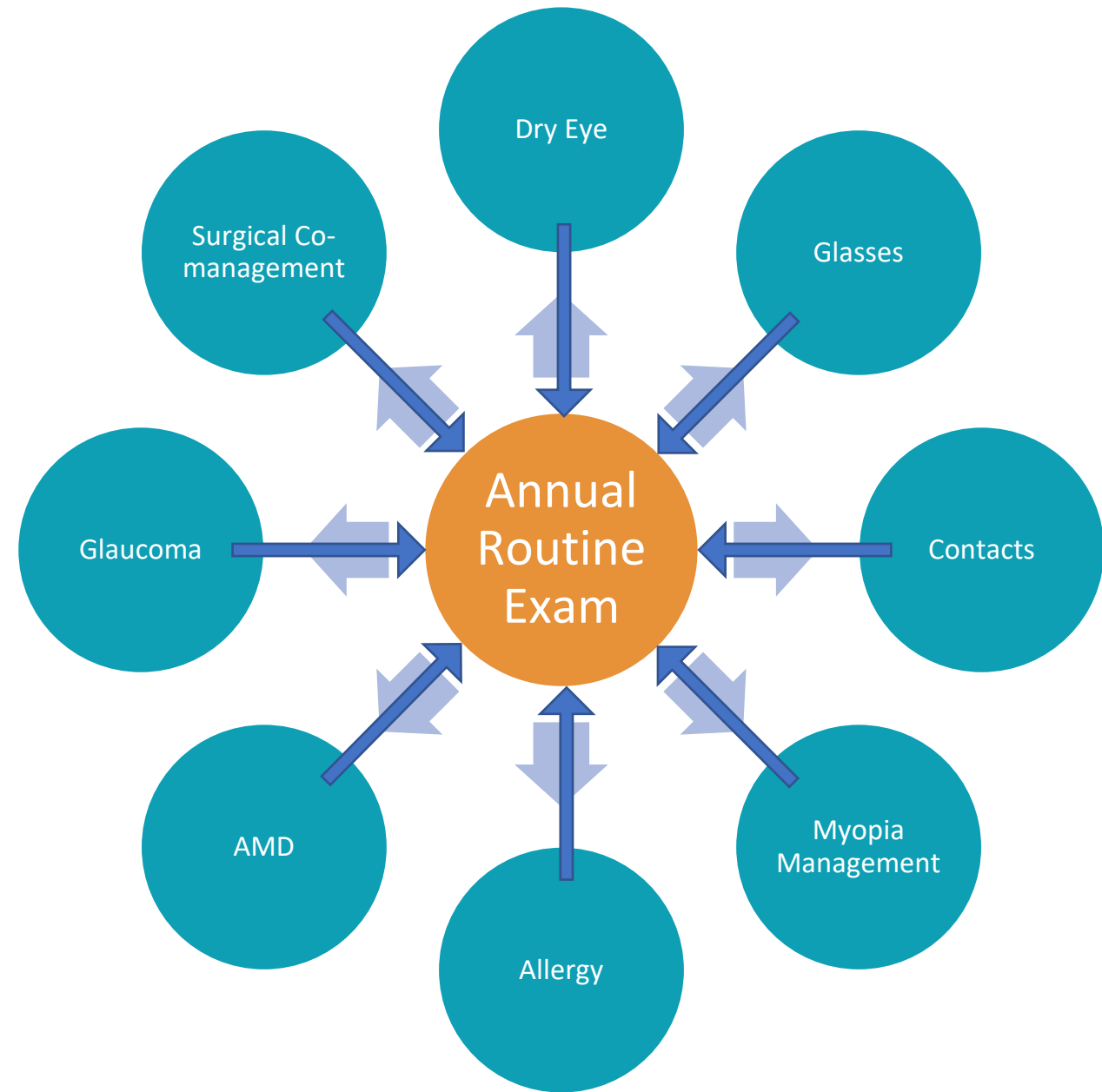
TOTAL PATIENT CARE MODEL

(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 rml	2	4	?
Total	67	114	954

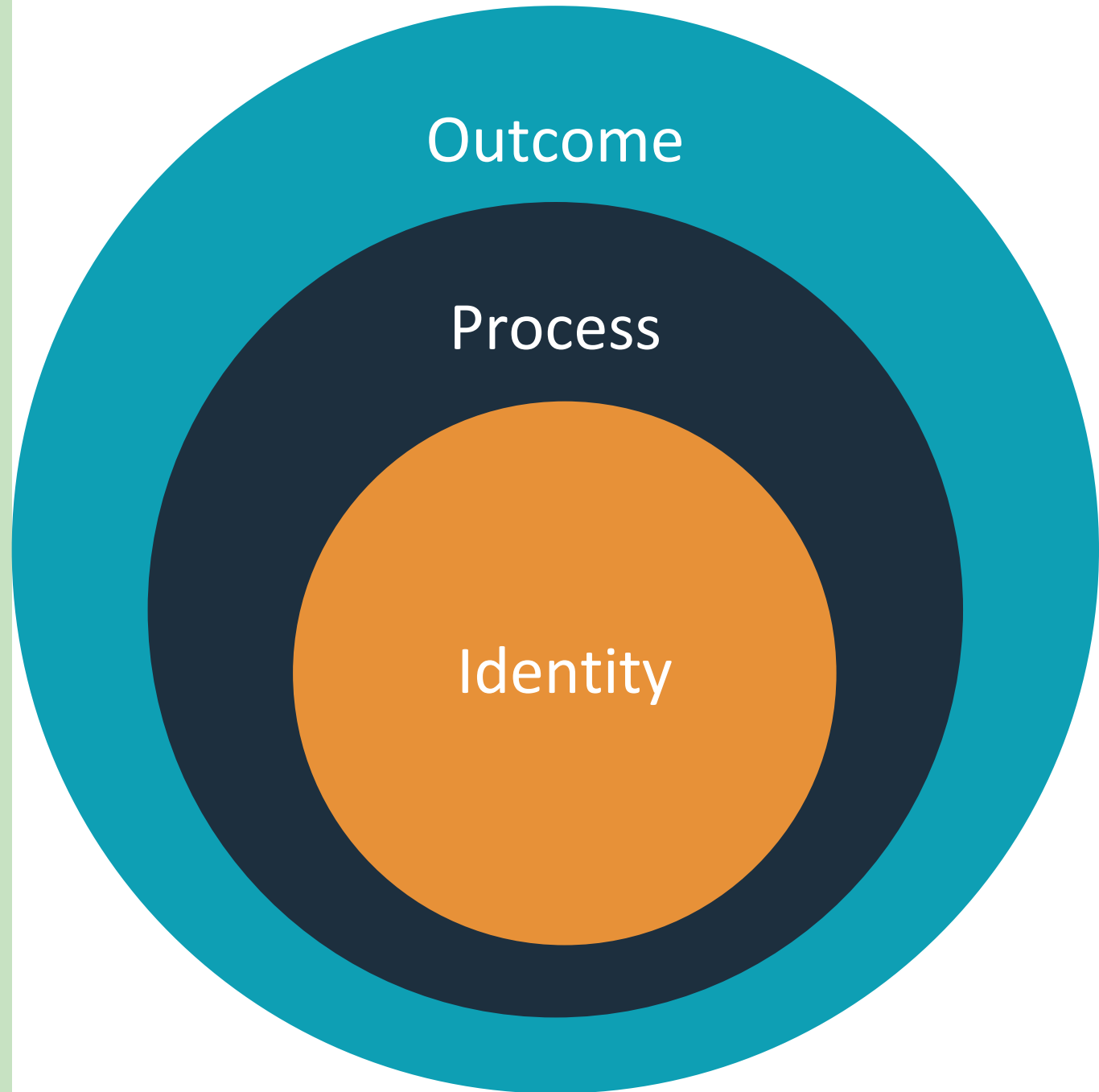


WHERE WE START

IDENTITY (belief)

PROCESS (the habit)

OUTCOME (results)





IDENTITY (beliefs)

Optometry is
best for all eye
care patients

PROCESS (habits)



OUTCOME (results)

Thriving &
Resilient
Practice

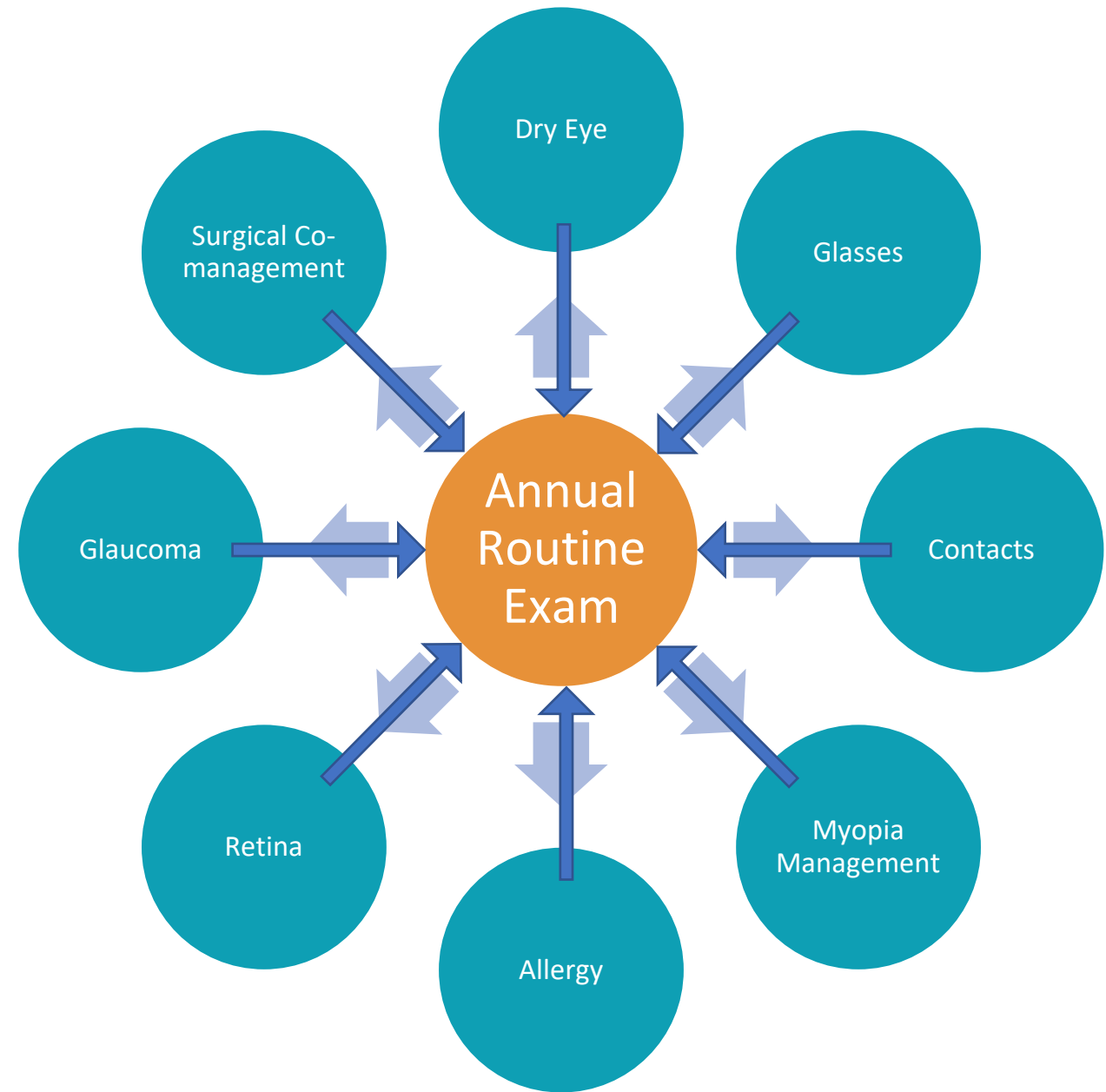


WHERE WE START

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:**

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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)”

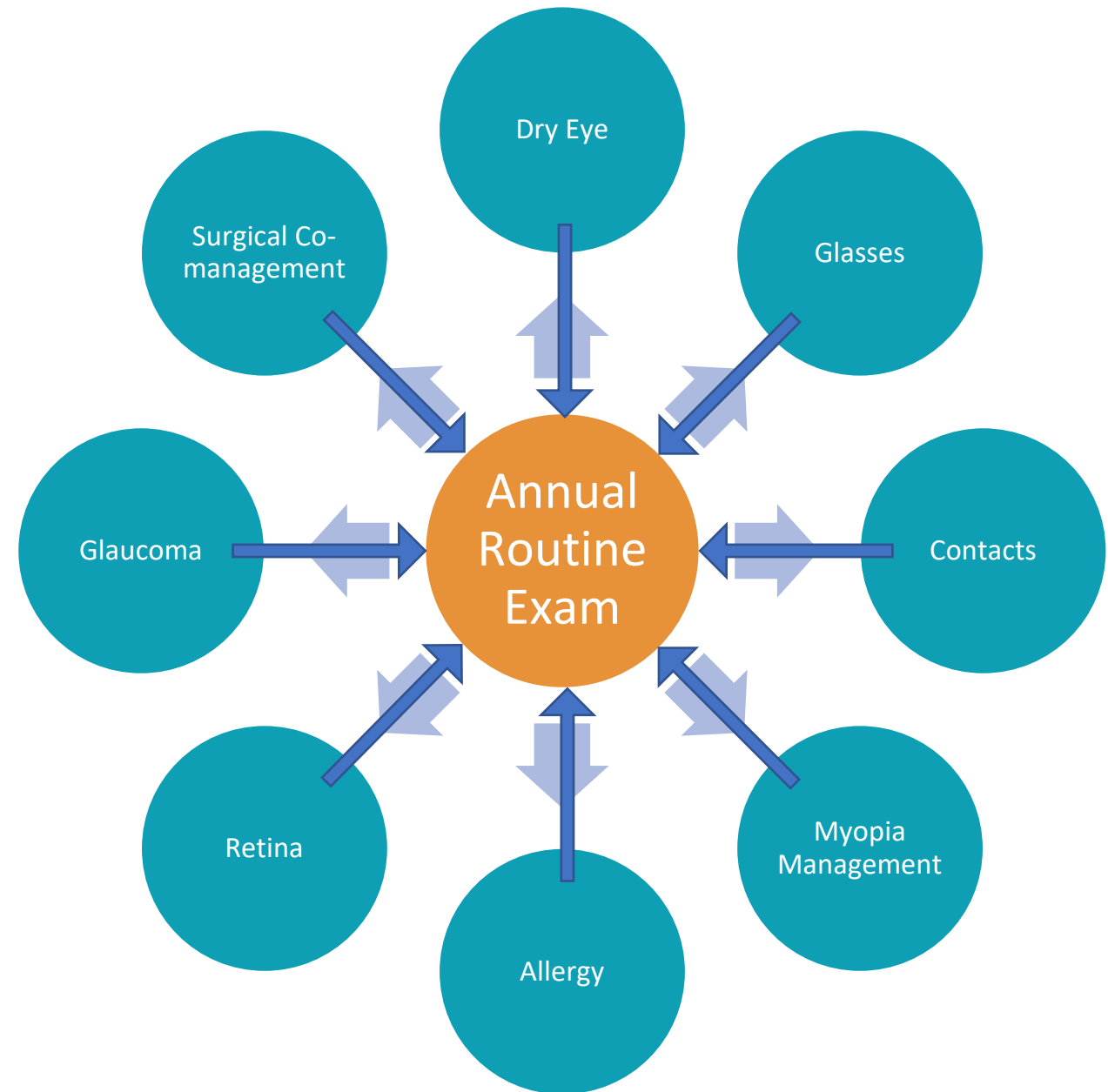


WHERE WE START

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.



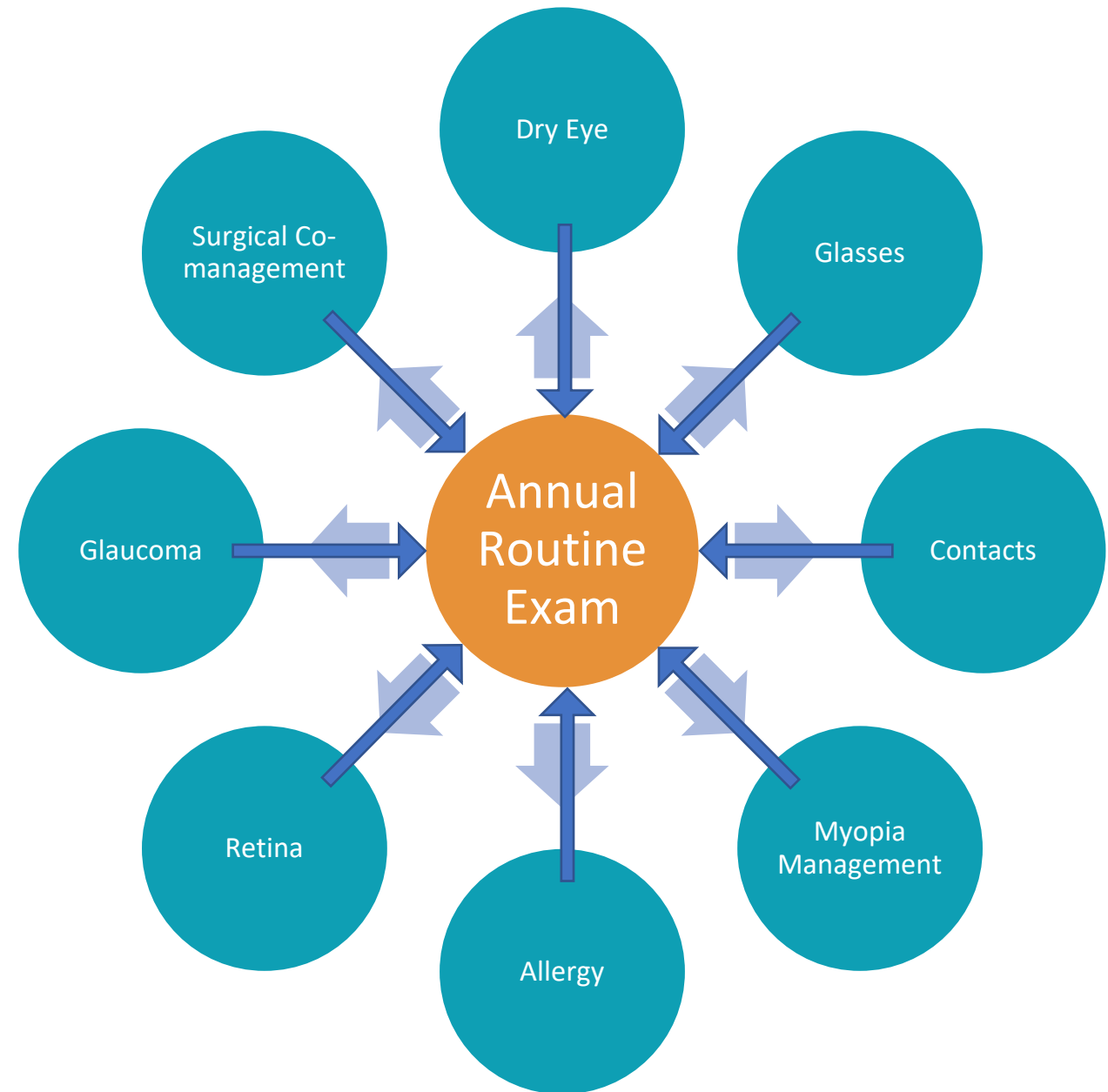


WHERE WE START

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





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...**

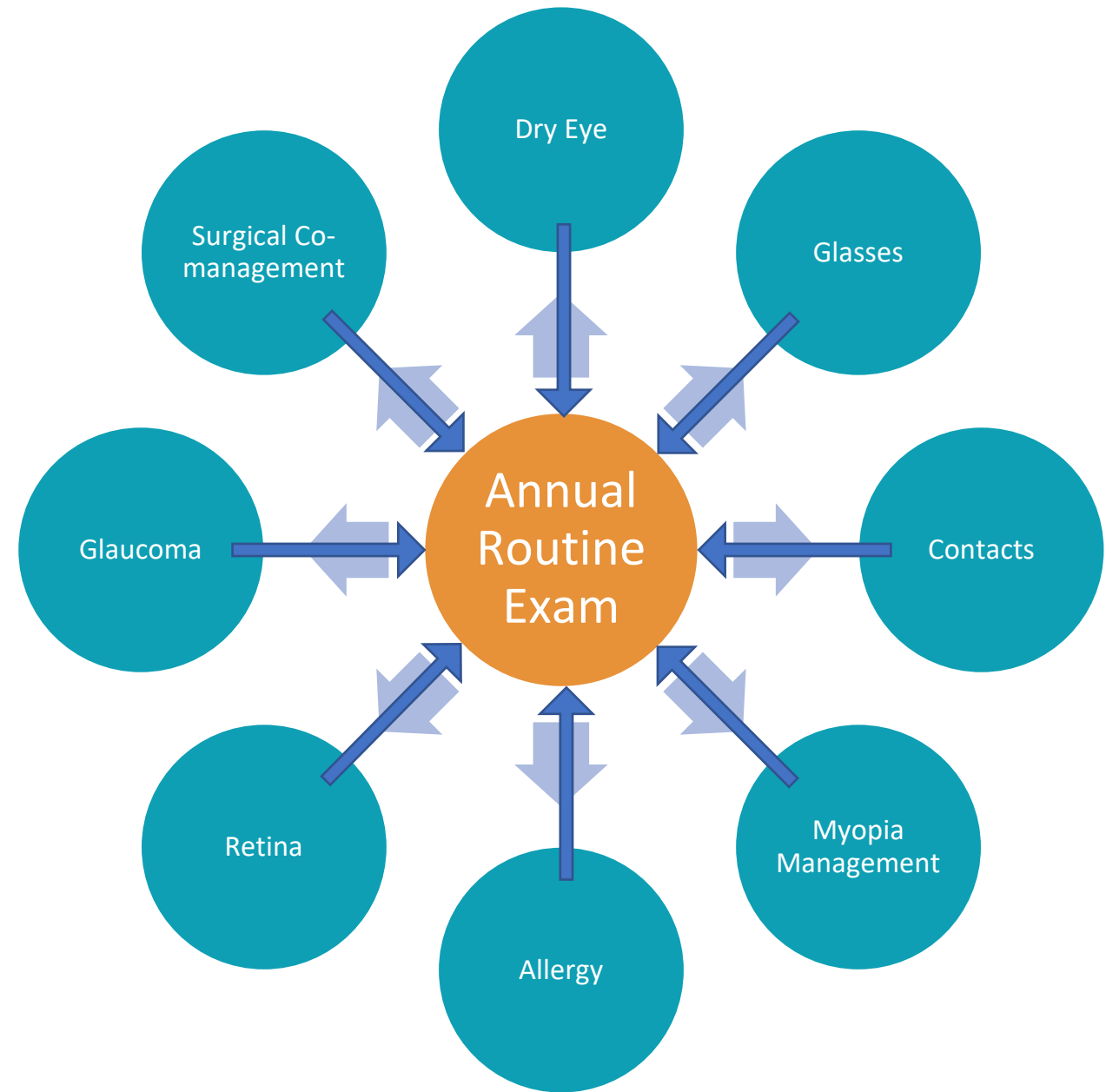


WHERE WE START

IDENTITY (beliefs)

You **MUST ACCEPT**:

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





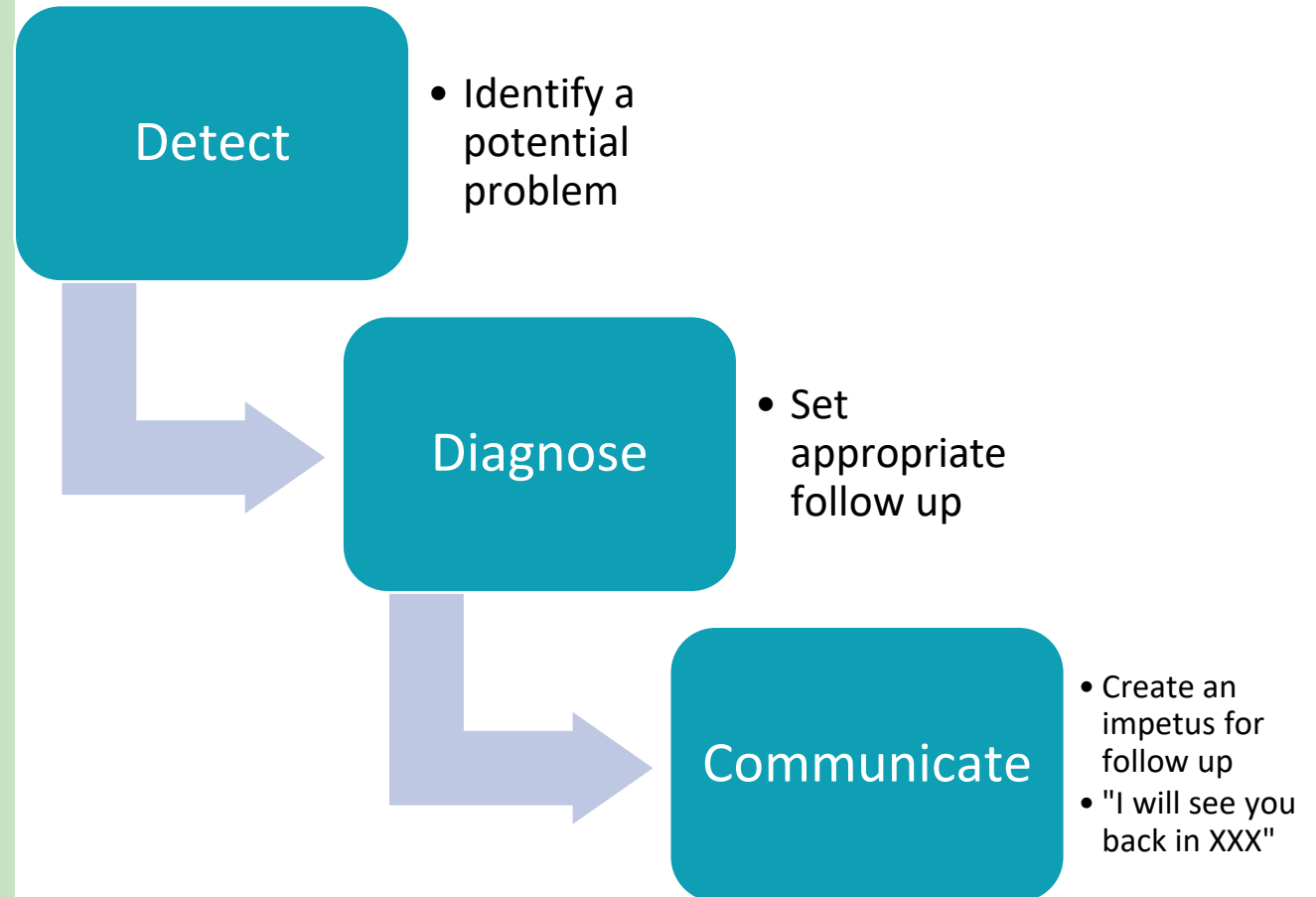
WHERE WE START

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What do we mean by “CAPTURE”



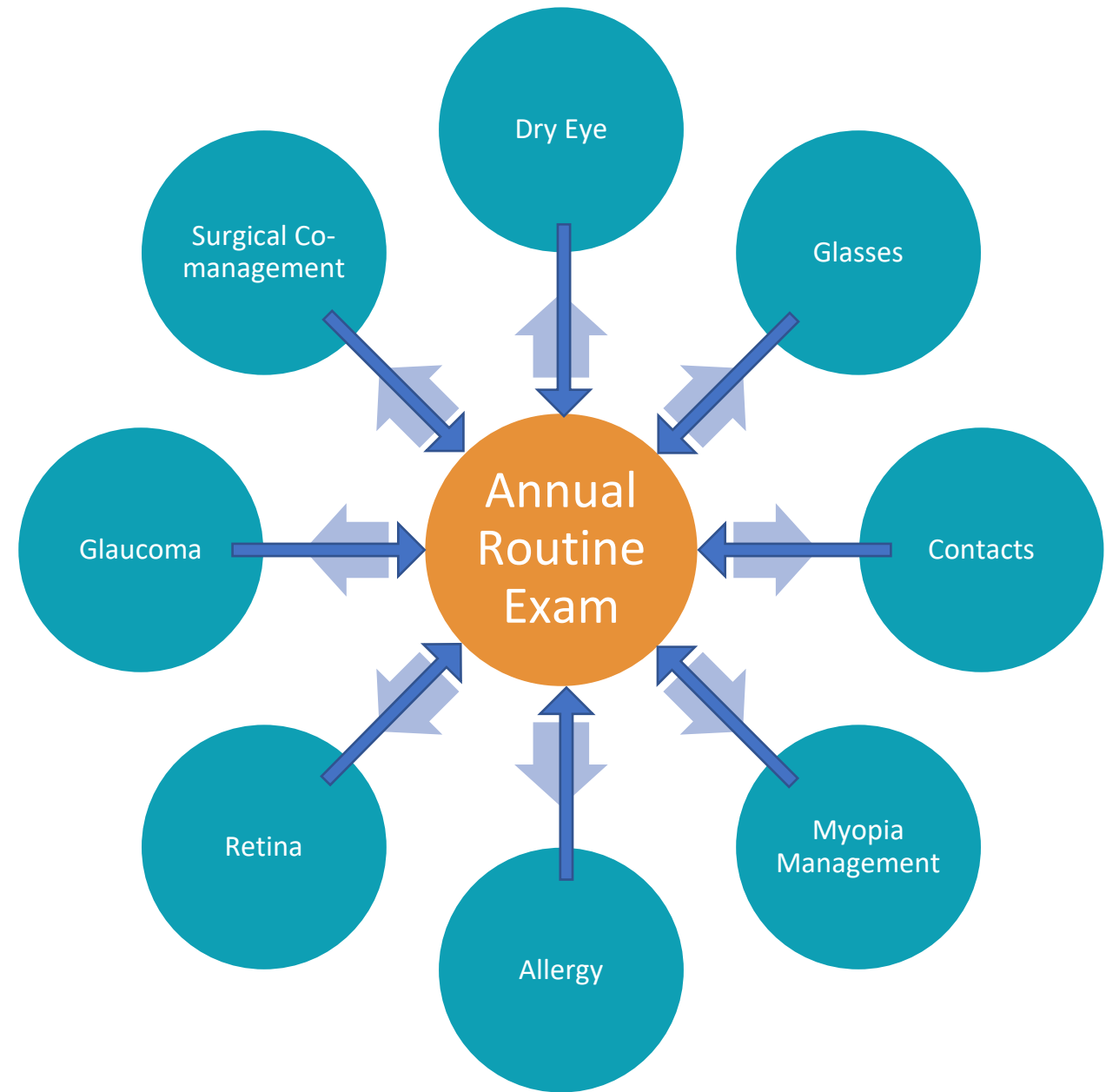


WHERE WE START

IDENTITY (beliefs)

You **MUST ACCEPT**:

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



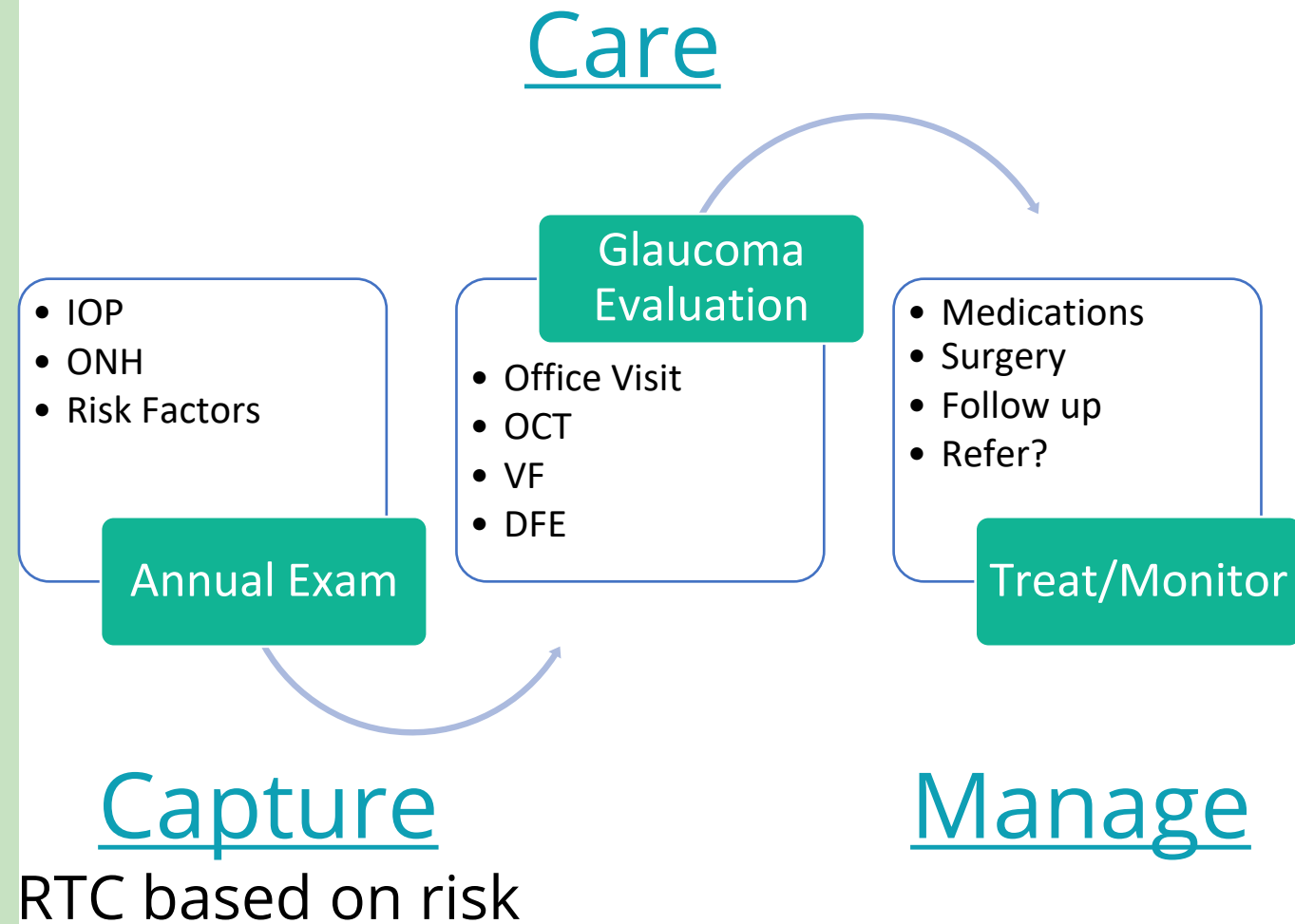


WHERE WE START

IDENTITY (beliefs)

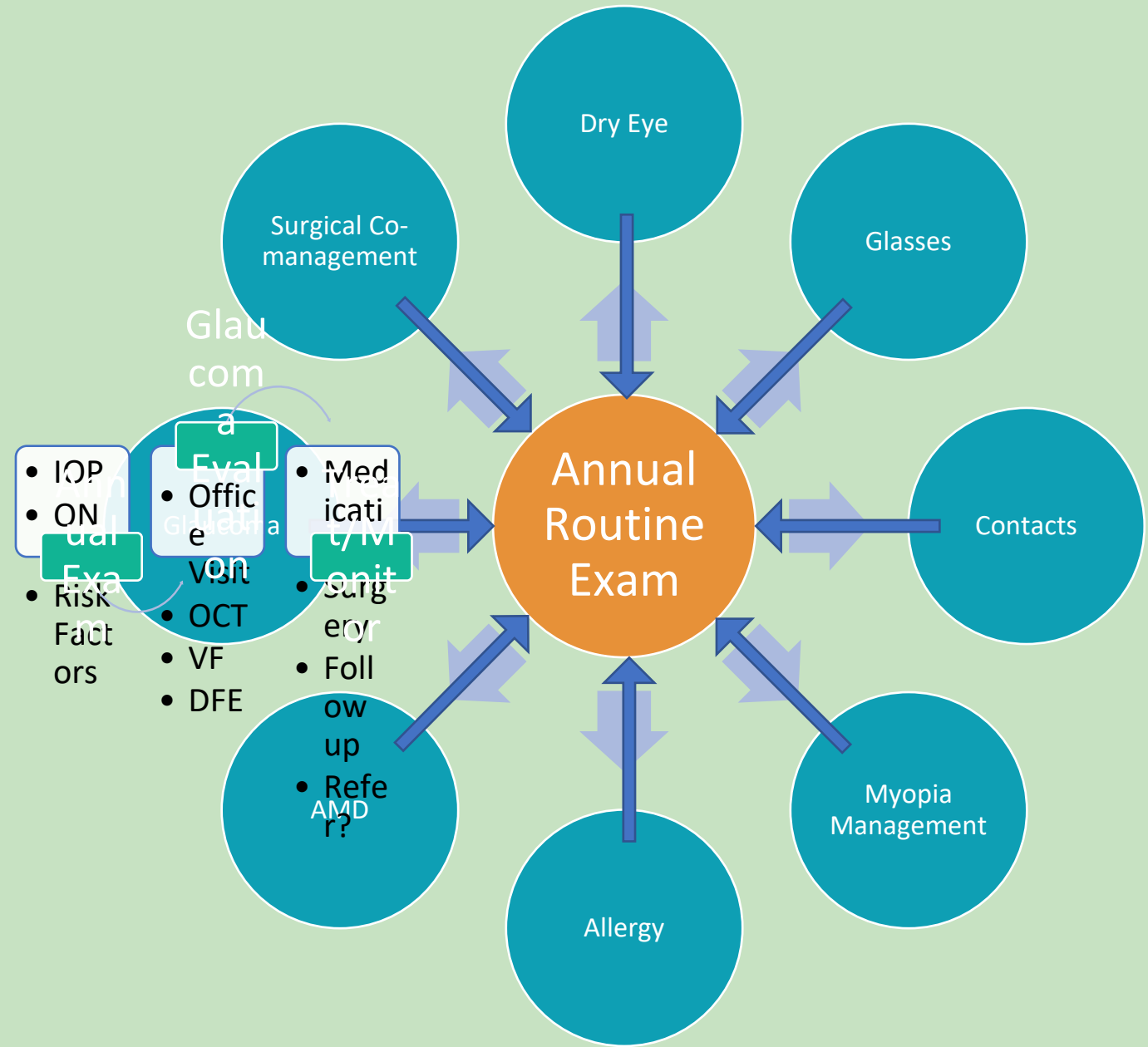
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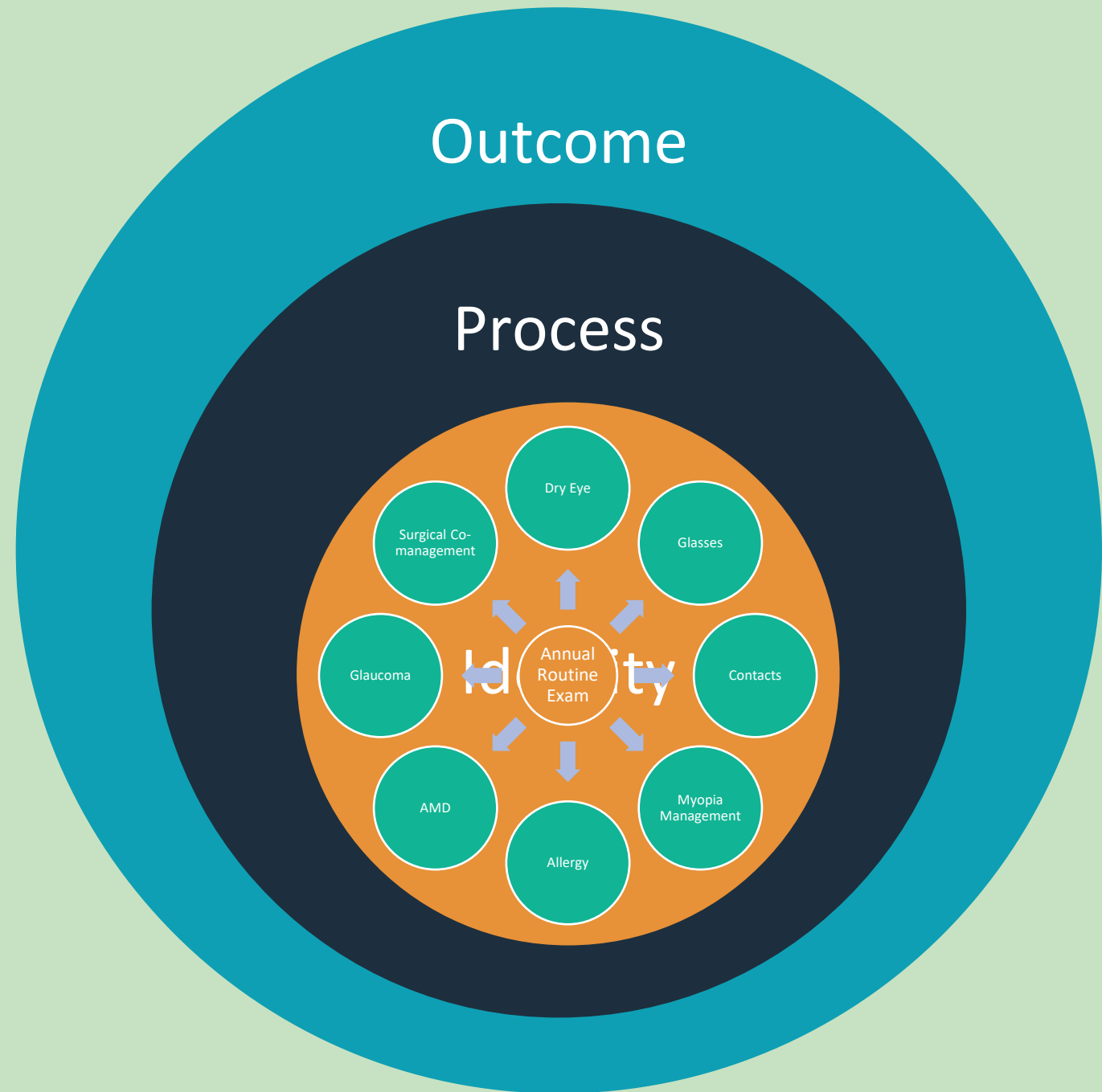


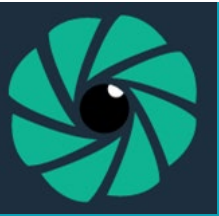
FORM THE PROCESS





REINFORCE THE IDENTITY





Q & A

