Creating Your Pillar

What is the pillar you are going to create? ____________________________________

When are you going to implement this pillar? ________________________________

(Set "Launch date". It typically takes 60-90 days to fully implement Step 1 through Step 5)

Step #1:

Set Up Your Intake Form

Consider the screening questions that will help you filter out which patients may need more attention related to this specific pillar. **You are looking for 4 questions that are high yield for detecting the disease state.** This may include:

1. Symptoms
2. Family History
3. Medical History
4. Interests

Example: If we are looking for patients who have myopia, we would ask a question like: "Do you experience blurry vision when you are watching TV?"

Questions to discuss and answer for your team:

When this pillar is fully implemented, how will our patient's lives be improved? What practical and emotional benefits will *they* receive?

When this pillar is fully implemented, how will our practice improve? What practical and emotional benefits will *we* receive?

Step #1 *Continued*:

What are potential questions we could ask a patient?

Choose the best FOUR questions as a team and add them to your intake form

1:

2:

3:

4:

EyeCode Education

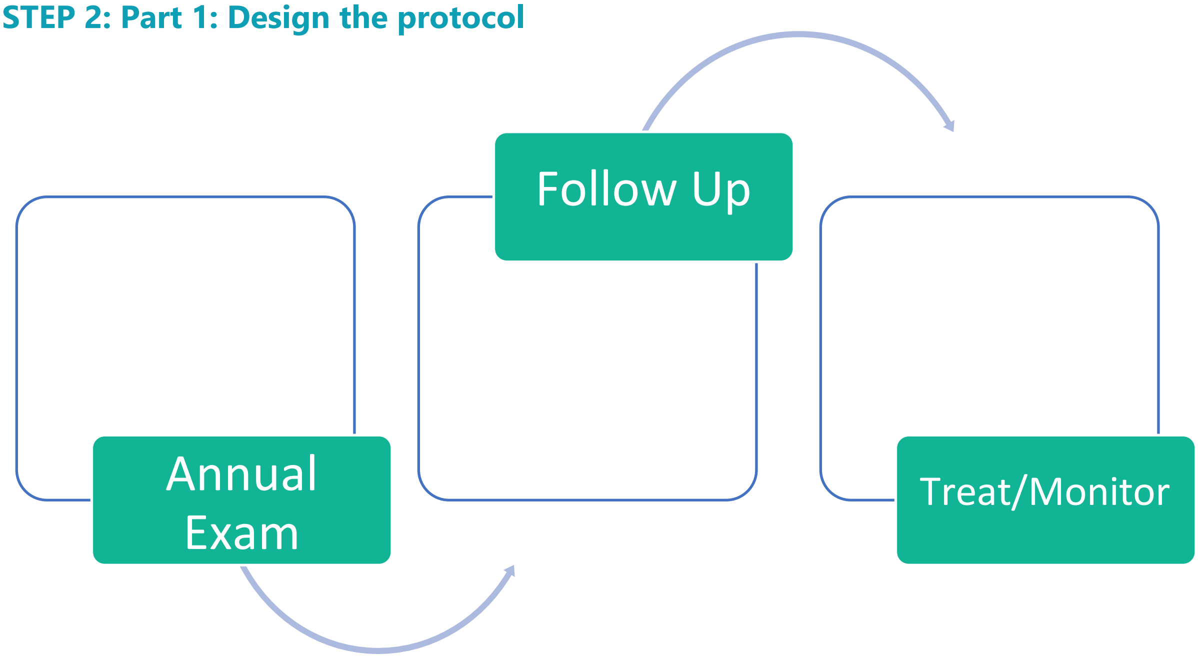
Step #2:

Design A Clinical Protocol

How will the doctor manage patients with this disease? How will the staff execute this plan?

Example: If we are identifying patients with myopia, what "triggers” at the annual exam will prompt the doctor and staff to initiate a follow up and treatment plan? What will the treatment and follow-up be like? What information will we need to bill correctly for treatment and follow ups? What does the WHY behind the treatment plan and follow up sound like? (*Why are you motivated to initiate a treatment plan and follow up? Why would a patient believe they need a treatment plan and follow up?)*

STEP 2: Part 1: Design the protocol



Which 3-5 triggers (signs and/or symptoms at annual exam) will initiate a call to action in this pillar?

Step #2 *Continued*:

STEP 2: Part 1: Protocol *Continued*

Which questions and tests will be used at the follow up evaluation?

Which specific treatments/management plans will be used for the potential clinical findings?

STEP 2: Part 2: Clarify responsibilities

What are the staff responsibilities? Who will do what?

What are the doctor responsibilities?

Step #3:

Create Patient Education Documents

Consider the documents digital or physical that you will need to create to reinforce your messaging about the disease, treatment, billing, follow-up, etc.

Example: If we are communicating with patients who have myopia, we may need to create documents defining the problem of myopic progression, explaining different treatments, and explaining covered vs non-covered services.

What are the documents we will need to reinforce the diagnosis and treatment and explain the reason for follow up?

What are the documents we will need to explain the fees/billing?

When will you give these documents to patients? Before they leave the office? Before they arrive at the follow up evaluation?

Step #3: *Continued*

How will the documents be distributed? Physical handouts? Digital copies emailed? Links provided to your website?

Follow these recommendations for structuring proposals and sales scripts:

Start with stating the problem (include both practical and emotional aspects in the patient's perspective):

Position the product (i.e. treatment plan, follow up plan) as the solution:

Create a step-by-step plan (usually 3 steps) to make it clear to the patient how to get the solution to their problem.

Tell the patient what may happen if they do not follow the treatment plan AND what may happen if they do follow the treatment plan.

Step #4:

Update Your Fees and Billing and Coding Approach

Consider your fees. List the likely procedures and fees associated with each visit. Consider your highest and lowest reimbursing plan.

Example: If we are managing a patient with progressive myopia you will need to identify the likely costs of each visit.

What is your current Revenue Per OD Hour?

= Annual Revenue/#Weeks Worked/#days per week/#hours per day

= / / / =

Comprehensive Exam:

- **Time:**
- **Fees:**
- **Sale of Product**

Visit #1:

- **Time:**
- **Fees:**
- **Sale of Product**

Visit #2:

- **Time:**
- **Fees:**
- **Sale of Product**

Visit #3:

- **Time:**
- **Fees:**
- **Sale of Product**

Step #5:

Train Staff and Launch

What steps will you take to get buy-in from staff? What potential pitfalls do you anticipate? How are you going to check-in with your team? How are you going to measure metrics related to outcomes?

Example: If we are looking for patients who have myopia, we may track the number of patients on a weekly basis under the age of 13 with a diagnosis of myopia and who elect to proceed with an orthokeratology evaluation.

What training does the team need to help with implementation:

How often are you going to meet to discuss the pillar?

What metrics are you going to use to track the progress and success of this pillar?

What pitfalls do you anticipate along the way?

How are you going to overcome these pitfalls?