



Recovery Reboot

Your Path To Powering Up Your Practice

4 Opening Week



HEA[®]
Healthy Eyes Advantage

Business Strategy

Prioritize Patients To Boost Immediate Cash Flow

- Your highest priority, after urgent care, should be patients that boost immediate cash flow, including eyewear capture and cash pay medical services (e.g., dry eye treatment, myopia management, CL fitting).



Notify Managed Care Plans Of Your Status

- Notify managed care plans (comprehensive vision and medical insurance) in whose networks you participate of your reopening status. VSP's website denotes whether a practice is open for essential care or is fully open, so it is important to make sure your information is updated. As of this writing, Eyemed, Versant Health (including Davis Vision and Superior Vision), Spectera, UHC and Avesis do not have similar indicators on their websites, but this information may help direct patients to open offices for care.

Welcome Open Access Patients

- Welcome open access (out-of-network) patients if you are not in network with their vision plan.
 - Nearly all commercial vision insurance plans have out-of-network benefits that can be leveraged.
 - An important advantage of seeing patients out-of-network is the opportunity to receive cash up-front, with the patient reimbursed by the insurance plan.
 - To ensure payment, it is important to obtain written confirmation of the patient's awareness regarding his/her financial responsibility before services are rendered.
 - Anagram (formerly Patch) offers an excellent, cloud-based solution to make leveraging out-of-network benefits and calculating same-day collection easy and effective. HEA members have access to an exclusive, discounted program to make adopting Anagram even simpler. Members should contact Jenna Slater at jenna@anagram.care for program details. To learn more about Anagram, [click here](#).

Business Strategy

Plan For 15-90 Day Insurance Revenue Cycle

- As you continue to appropriately schedule medical visits, keep in mind that services covered by insurance will likely take 15-90 days for revenue realization.

Offer Promotions To Encourage Purchasing

- Add promotions to your eyewear and products that make purchasing easier.
 - Consider additional percent discounts, Buy One Get One, referral promotions and payment plans.
 - Annual supply rebates on contact lenses will also support this.
 - A majority of businesses that survived the 2008 Great Recession did so by taking a promotional marketing approach.

Leverage Vendor Promotions

- Leverage vendor promotions that are aligned with patient and practice needs. The following provide a few examples of promotions from select HEA strategic partners.
 - Bausch + Lomb has moved to an entirely digital rebate and extended its submission timeframe to make redemption easier for your patients. In addition, B+L has extended its payment terms and promotional pricing through the second quarter.
 - Johnson & Johnson Vision Care has now funded an automatic, instant savings discount on direct-to-patient 6-month and 9-month supply orders through 6/30/20 — which includes \$40 off daily disposable brands and \$20 off 2-week and monthly brands — in addition to simplifying the MyACUVUE® Rewards redemption process for your patients.
 - Mondottica is offering its Recovery Booster Promotion to provide two tiers of discounts on frame purchases and automatic extended 90-day payment terms.

Bolster Your Referral Network With Provider Communications

- Invest time in provider communications. Sending examination reports to PCPs for both comprehensive and medical care is a strong way to bolster your referral network. *See the following pages for two simple-to-use templates.*



Business Strategy

Sample Provider Letter Template #1 | Absence Of Ocular Pathology

Practice Letterhead

Doctor's Name(s), OD/MD
Address • Phone Number • E-mail

Date

Doctor Name, MD/DO

Address 1

City, ST Zip

Fax:

RE: Patient Name

DOB: mm/dd/yyyy

Dear Dr.:

I had the pleasure of seeing your patient, *Patient Name*, today for a comprehensive eye exam. As you are aware, *he/she* has *a/no* medical history of (PHx) and is taking *the following/no* medications:

My findings are as follows:

Best Corrected Visual Acuity

OD: 20/

OS: 20/

Anterior and posterior segment health were normal with no signs of pathology.

At this time, there are no concerns for vision threatening or ocular manifestations of pathology. I will continue to see *him/her* yearly and apprise you of any changes.

Please do not hesitate to contact me if you have any questions regarding *his/her* care.

Regards,

Name, OD/MD

Business Strategy

Sample Provider Letter Template #2 | Ocular Pathology Present

Practice Letterhead

Doctor's Name(s), OD/MD
Address • Phone Number • E-mail

Date

Doctor Name, MD/DO

Address 1

City, ST Zip

Fax:

RE: Patient Name

DOB: mm/dd/yyyy

Dear Dr.:

I had the pleasure of seeing your patient, *Patient Name*, today for a comprehensive eye exam. As you are aware, *he/she* has *a/no* medical history of (PHx) and is taking *the following/no* medications:

My findings are as follows:

Best Corrected Visual Acuity

OD: 20/

OS: 20/

Anterior segment:

Posterior segment:

Diagnoses:

Given the findings of today's exam, I have begun treatment with:

I have scheduled *him/her* for a follow up in:

I will be sure to keep you apprised of any changes. Please do not hesitate to contact me if you have any questions regarding *his/her* care.

Regards,

Name, OD/MD

Physical Space

Remove Magazines

- ❑ Remove all magazines and newspapers from the waiting area to minimize transmission risk.

Use Promotional And Safety Signage

- ❑ Design and place promotional and safety signage at key patient touch points to communicate key messaging to patients. Examples include:
 - Eyewear sales promotions (BOGO, 50% off suns with annual supply of dailies)
 - Referral promotions (Refer a patient and receive an \$X account credit)
 - Eyewear curbside pick-up process
 - Reassurance of in-office safety and sanitation protocols

Use Digital Messaging Boards To Minimize Patient Handling

- ❑ Consider using digital messaging boards in place of paper to minimize patient handling. HEA members have an exclusive discount through OMG! Optical Marketing Group. To learn more, contact OMG! At 978.712.0664 or info@omghome.net and tell them you are an HEA member. For more information about OMG!, [click here](#).

Clean After Each Patient

- ❑ Thoroughly clean all patient contact points after each patient.

Deep Clean At Closing

- ❑ Deep clean all surfaces at the end of each day.

Consult With Staff On Sanitizing Protocols And Traffic Flow

- ❑ Consult with your staff during your daily 'stand up' meetings (*see 'Staff' section on next page*) about what's working well with regard to sanitizing protocols and patient traffic flow, as well as any opportunities for improvement.
 - Your team will be better positioned than you to observe all areas within the practice, and they are sure to identify some things that are working better than others.
 - In addition to benefitting your practice and your patients by optimizing your office procedures, you are demonstrating concern for your team as well.



Staff

Conduct Daily 'Stand Up' Meetings

- Conduct daily 'stand up' meetings with your staff (maintaining as much distance as reasonably possible)
 - These meetings should be brief, no more than 15 minutes.
 - They provide a good opportunity to gather feedback on everything from patient conversations to cleaning and sanitation protocols, vendor conversations and more.
 - Brief, frequent meetings allow everyone to share observations while they are still fresh and to quickly implement small tweaks as opportunities are identified.
 - Beginning or end of day is recommended to help set the tone for the day or to serve as a daily wrap-up, whichever works better for you and your team.

Hold One-On-One Conversations

- Hold a one-on-one conversation with each team member.
 - Check in on how they're doing and what they need to do their job better.
 - Knowing their leader is invested in their success is a powerful motivator.
 - This week is bound to be stressful for everyone, but you will have some time to meet with each team member.



Patients

Take Extra Precautions With Conjunctivitis

- As you examine patients, keep in mind conjunctivitis may be a presenting sign of COVID-19. Take extra precautions with these patients and refer accordingly if you suspect COVID-19.



Minimize Non-Compliance Confrontations

- Be aware that some patients may object to complying with your safety and sanitation protocols, including mask wear.
 - Communication when scheduling and prior to the patient arriving will help minimize in-office confrontations.
 - In case of confrontation:
 1. Respond with empathy but explain that your intent is to keep all patients and staff healthy.
 2. If, after explaining the reasoning for your office's policy on masks, the patient still refuses to wear a mask, offer to reschedule the patient at a later time when the situation may have improved.
 3. In the case of an urgent or vision threatening condition, use your best clinical judgment. If you refuse to care for the patient, coordinate the care the patient needs with another provider or facility.

Extend Appointments To Reconnect And Reassure

- Invest extra time in patient conversations.
 - Your schedule will be reduced compared to pre-COVID-19, so devote 5-10 additional minutes to reconnecting and educating patients on the products you are prescribing.
 - They likely have stories to tell about their quarantining experience and may be uneasy being out of the house. Listen attentively and empathize with their experiences to help put them at ease.

'Prescribe' Your Treatment Plan

- When it comes to products, avoid using the term 'recommend' and be sure you 'prescribe' exactly the treatment plan that meets the patient's needs. Do not be afraid to prescribe multiple pairs when appropriate.

Vendors

Know Your PPE Procurement Options

- Stay current on options for procuring personal protective equipment (PPE) and sanitizing products.
 - As your office reopens and you obtain firsthand experience with your usage rate and how quickly your current supply will last, make necessary adjustments to your restocking schedule.
 - With more businesses opening in a growing number of states, PPE availability may be impacted so it is imperative that you stay current with available supply chains.
 - Many optical supply vendors that weren't previously known for PPE are adding these products in order to meet the needs of the profession, giving you more options to source PPE from recognized, trusted industry partners. *Please see the following pages for an updated list of HEA strategic vendor partners offering PPE.*



Collaborate With Key Vendor Partners

- Continue communicating with your vendor partners.
 - The reopening process is a team effort so be sure you continue to call upon your vendor partners and sales representatives as resources when appropriate. They are invested in your successful reopening and are certain to be eager to assist.
 - Stay up-to-date on your key vendor supply chains to prevent any supply issues on products.

Coming Next Week!

One To Three Weeks After Reopening

Your reopening and practice recovery is a marathon and not a sprint. A strong opening week is key for a successful recovery, but in the following weeks, we'll need to build on that foundation. In the next installment of the *Recovery Reboot*, we focus our sights on one to three weeks after you reopen. Next week's checklist will focus on increasing medical follow-up visits, and appropriate billing and coding. Leveraging telehealth for your elderly patients and contact lens checks will support your practice flow and reduce the need for unnecessary practice visits. A concerted patient outreach campaign will help keep your schedule full after the first wave of demand has passed. As always, staff meetings during this time frame will be essential. You won't want to miss it!

The information and opinions contained herein are not intended to serve as the sole source of information or professional advice with respect to the material presented. Healthy Eyes Advantage encourages you to also consult with your state and local governments, as well as eye care professional organizations, for additional guidance.

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Vendors

HEA Partner Vendor PPE Resources

- Arch Crown | 800.526.8353 | archcrown.com
Social distancing floor graphics
- Charmant Group | 800.645.2121 | charmant-usa.com
Face shields
- Classique Eyewear | 866.604.5700 | classique-eyewear.com
Tri-X3 Ozone Infuser full spectrum microbiological agent that eliminates viruses, bacteria, harmful pathogens. Attaches to a sink faucet. E-mail: sales@classique-eyewear.com.
- Dynamic Labs | 888.339.6264 | dynamiclabs.net
Selling as a package: hand sanitizer 50 bottles, isopropyl alcohol 4 bottles, disposable face masks 2 boxes 50 per box, fog free face shields 10 units, nitrile gloves 2 boxes 100 per box. Items also available individually.
- Hilco Vision | 800.955.6544 | hilcovision.com
Alcohol prep pads, cleaning wipes, anti-fog wipes, lens cleaner and wipes, slit lamp chinrest paper, breath shields, safety eyewear, hand sanitizer, goggle sterilizer, infrared digital thermometer
- Luxottica Group | 800.422.2020 | luxottica.com
Face masks
- Match Eyewear | 877.886.2824 | matcheyewear.com
Protective glasses and face shields. Order form available.
- Ocusoft | 800.233.5469 | ocusoft.com
Alcohol and other antiseptic products, examination gloves, soaps, sanitizers, disinfectants, masks and sterilization supplies.
- OptiSource International | 800.678.4768 | 1-800-optisource.com
3-ply masks, face shields w/foam headband, pupilometer, slit lamp, PD meter breath shields, safety goggles
- Provista | 888.538.4662 | provistaco.com | [HEA Member Registration](#)
Face masks, isolation gowns, hand sanitizers, alcohol prep pads, blood infusion sets, face shields, gloves, protective eyewear, thermometers, etc.
- Sâfilo Group | 800.631.1188 | safilogroup.com
Full face shields, 1 with a wrap-around goggle with optional Rx compatible ocular docking station and 1 safety shield option. Preorders starting 5.15.20.

Vendors

HEA Partner Vendor PPE Resources

- **Staples** | 877.826.7755 | [staplesadvantage.com](https://www.staplesadvantage.com)
Disinfecting wipes and other disinfecting products
- **Stormin' Norman's Optical Supplies** | 800.288.4512 | [storminnormans.com](https://www.storminnormans.com)
No-touch thermometers, hand sanitizer, face shields, gloves, masks, disposable medical gowns (same as used in Joe DiMaggio hospital), cleaning supplies
- **US Ophthalmic** | 888.881.1122 | [usophthalmic.com](https://www.usophthalmic.com)
KN95 mask, face masks, infrared thermometer, face shields, shoe cover dispenser, anti-fog goggle, protective glasses
E-mail: ppe@usophthalmic.com.
- **Wiley X** | 800.776.7842 | [wileyx.com](https://www.wileyx.com)
All Wiley X products are considered PPE, meet ANSI Z87.1 safety and are classified as FDA Tier 1 medical devices. Face shields, masks and other PPE will not be available until late May. Large orders to be filled first.



Infinite Power For
Independent Practices