Building a Scleral Lens Specialty Practice

Thomas P. Arnold, OD, FSLS
Today's Vision Sugar Land, P.A.

Disclosures:
Bausch & Lomb – Specialty Vision Products - Consultant
Bausch & Lomb – Vision Care - Consultant
Blanchard Labs – Speaker
Physician Recommended Nutriceuticals - Consultant
Favorite band – The Beatles
Favorite food – cheese enchiladas
MARKETPLACE OPPORTUNITIES
Keratoconus
Refractive ectasias

MARKETPLACE OPPORTUNITIES
Trauma
OSD

Multifocal contacts
High myopia

IMPROVE YOUR FITTING SKILLS
“A Guide to Scleral Lens Fitting” - Eef Van Der Worp
Scleral Lens Education Society - www.sclerallens.org
Contact Lens Spectrum - Pentavision
Scleral Lens Fitters on Facebook
Gas-Permeable Lens Institute - www.gpli.info
I-Site Newsletter - www.netherlens.com
WHICH SCLERALS TO CHOOSE?

Pick two vendors to work with initially.
   One should be small 14.0-15.8 mm
   Another could be 16.0-18.0 mm
Get to know the lenses and consultants well
   Good communication is the key!
Add a third design if needed to fill a gap

GET THE WORD OUT

Add a Scleral Page to Your Website
Create a unique webpage like Dr. Edward Boshnick
Facebook “Pages”
Patient testimonials
Social Media - Twitter; Instagram; LinkedIn; Hootsuite
REFERRAL SOURCES

#1 Corneal & Cataract Surgeons
#2 Optometrists who don’t prescribe RGP lenses
#3 Oculoplastic surgeons - post-surgical complications; exposure keratitis; lagophthalmos
#4 Rheumatologists- Sjögren’s Syndrome; OSD
#5 Oncologists - graft versus host (GVHD)

STRENGTHEN YOUR NETWORK

"Thank You" Cards
Send Exam Summary - Assessment, Plan, Follow-Up
Share your skills with your network
Visit your referrals PERSONALLY

Dress professionally

“Clothes definitely make the man. Naked people have no influence whatsoever in society.”
- Mark Twain

Develop a marketing packet
Introduce yourself

Introduction to scleral lens resources

Use professional materials

Discuss insurance options
Patient’s financial responsibilities

No surprises. Everyone is on the same page.

TRAIN YOUR STAFF

Topography OCT

Insertion & Removal

IMPRESSION MOLDING

INCORPORATING SCLERAL LENS PATIENTS INTO THE DAILY ROUTINE

Block schedule for scleral visits exclusively

Select days/times when not as busy

We block a combination of full exam slots & progress slots to allow for a 2 hour initial exam and 1 hour progress.

Example: new scleral patient gets two full exam slots + 1 prog. slot at initial exam.

“Normal” patients are seen in between.
EXAM, DISPENSE & PROGRESS VISITS CYCLE

Initial exam and evaluation - order
Dispense day with insertion/ removal
Progress visit scheduled in 10-14
Global period for visits, remakes, exchanges is 90 days

DISPENSE DAY PROTOCOL

Check incoming acuities with habitual Rx
Over-fill lenses with LacriPure saline
Dip fluorescein strip in bowl until yellow
Insert lenses for patient
Check for bubbles & smooth surface wetting
Discuss care regimen while lenses settle

Assistant inserts lenses

Overfill the bowl
Standard care regimen
Optimum ESC (Lobob) cleaner
Unique pH (Menicon)
LacriPure saline
Approx. 50% of patients get Progent

Clear makeup bag
www.opentip.com

Tom Arnold
Work 281.242.2020
Cell 713.806.9160
drarnold@2020sugarland.com