

CHANGE THE WAY YOU LOOK AT DRY EYE WITH E-EYE IPL TECHNOLOGY

How long have you had the E-EYE IPL in your practice?

For almost 2 years. I was one of the first in Brisbane to get it.

What would be the 3 main benefits of your investment in E-EYE?

- 1 The IPL provides a genuine, efficient long-lasting solution for my dry eye patients. It gives me the opportunity to make a real change to their quality of life rather than to simply keep on giving them drops!!
- 2 The rewards for the patients are great. With a success rate of more than 95 per cent I have very happy patients who then bring in new patients by word-of-mouth referrals!
- 3 The financial return is of course a useful new revenue stream for my practice. One patient a month covers my re-payment. All the rest is profit!

What is the challenge of good E-EYE integration?

The E-EYE delivers very well on its promises. However, dry eye has to be 'managed' as a condition. It is important to organise a proper workflow around E-EYE and have a real dry eye care strategy.

Patient education and explanation is crucial for successful long-term outcomes from E-EYE treatments - which are not covered by Medicare or private health insurance. France Medical has videos and forms that are very helpful.

I use a topographer to run a video Tear Break Up Time and take an infrared picture of the Meibomian Glands. This is the perfect way to manage dry eye and helps explain it to patients. I know France Medical work with the CSO ANTARES topographer that does it in colour very well too.

Finally, like any new treatment, E-EYE has to be explained and offered / promoted. People rarely walk in and ask to be flashed. So detection with ANTARES or a similar device is very important.

Would you say that Eye Specialists should focus more on Dry Eye management?

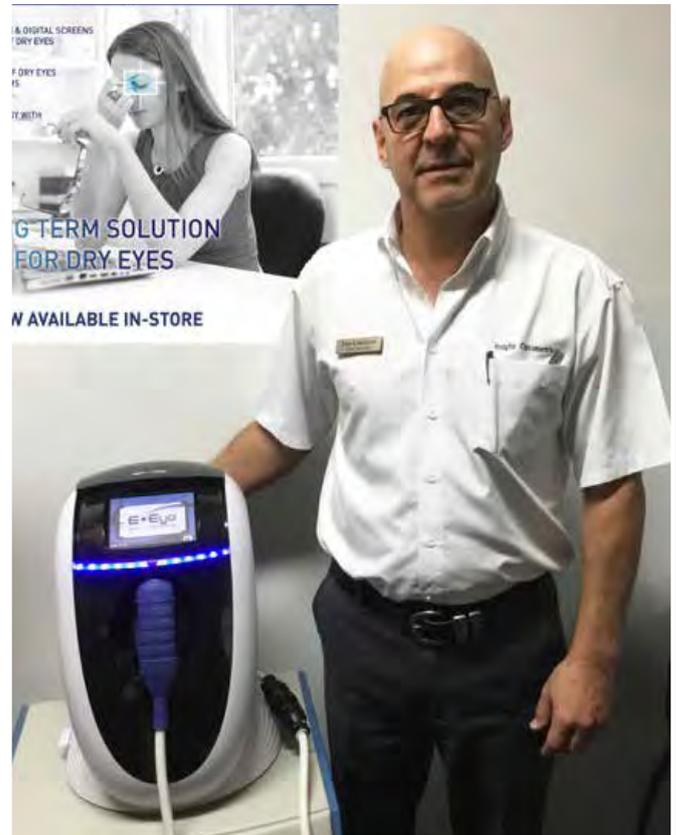
Yes but their practices are very busy already and they often don't make time for the dry eye patients. That creates an opportunity for me and dry eye patients have ceased to be cases where I have little to offer other than on-going treatment with eye drops. Now I have a real opportunity to offer a cure.

What success rate do you have with the E-EYE?

I have a success rate of more than 95 per cent! The E-EYE certainly delivers. However, I look at a dry eye condition and I manage it accordingly to the patient's needs. Tear Break up and Meibography really help me offer the patient a tailored solution with Expression / IPL / Omega 3 etc.

Would you recommend it to Eyecare Plus Members, and if so why?

Absolutely - and to all of them! I and they know how many dry eye



patients we see every day (1 patient out of 4), in both regional or metro locations. It is the optometrist's chance to make a difference in the community and to boost their business. It ticks all the boxes and isn't a financial risk.

Would you be happy to have Eyecare Plus members referred to you to help them get started with the E-EYE Management system?

Absolutely! It is our chance as a network to stand out and be stronger nationally on eye care. Let's own it!



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