

# ORGANIC GROWTH

Justin Durkin, Chairman of Eyecare Plus, shares his vision of dry eye management and explains why Eyecare Plus members should capitalise on this common disease.

Over the past few years most of our practices have reached a bit of a plateau in growth. In fact, HICAPS tells us that optometry was down this year by -3% across Australia. One way to grow our practices is through extra services within our own practice; these can be in areas like OCT, DRI, Ortho-K and dry eyes.

I was at the High Performance Summit in Queenstown in February earlier this year and heard Gavin Boneham talk about his dry eye clinics with Blephasteam treatment. It seemed logical to me that optometrists should offer something better than eye drops for dry eye. Thus, a Blephasteam was purchased and soon after we had three machines as we found that many of our patients needed this treatment and we were only offering it subjectively.

After running some reports, I discovered that we were doing over 400 treatments per quarter. Well, it seems dry eye is a significant player in our practices. This prompted me into researching further into dry eye treatments and all the data I collected pointed to the France Medical E-Eye and Antares dry eye solution.

It is certainly a treatment that has high efficacy and pushes the WOW factor to new levels. The investment was a little intimidating at first but dry eye is real and we decided it was our responsibility to treat our dry patients rather than refer them. The E-Eye was leased over four years; this equates to two patients per month being treated for the equipment to be repaid. Then it becomes pure profit. Both my clinical and business sides of my brain agreed it was necessary.

We trained our senior staff and optometrists on how to use the equipment and it was offered to our dry eye patients. It was well received by both staff and patients. We are still fine tuning our workflow on how to get the best return on investment, however, it turns out to be the easiest decision I have made in a long time. We are averaging four new patients a week, that is 12 patients



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per month with positive cash flow and smiling patients in our waiting rooms.

Staff, optometrists and patients all love it. This is a great example of growing our practices organically with a huge return on investment and with great positive cash flow. I would recommend the France Medical E-Eye and Antares to all of our practices. It is, as we say, “a no brainer.”

## Eyecare Plus Practices with the France Medical dry eye station:

- Clifton Beach, Qld
- Indooroopilly, Qld
- Toowoomba, Qld
- East Brisbane, Qld
- Springvale, Vic
- Mulgrave, Vic
- Forster, NSW
- The Junction, NSW
- Long Jetty, NSW



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