

THE FUTURE OF
OPTOMETRY



TELEHEALTH & EYECARE CHALLENGE & OPPORTUNITY

Thursday, September 27, 2018
5:00 – 7:00 pm
Sands Convention Center
Vision Expo West
Las Vegas, Nevada

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PRODUCED BY:

Review
of Optometric Business

ECP SURVEY ON TELEHEALTH: KEY FINDINGS

METHODOLOGY:

Jobson Optical Research launched an online survey in July 2018 on attitudes about and adoption of telehealth within the optometric practice. A total of 334 eyecare practitioners responded.

RESPONDENTS:

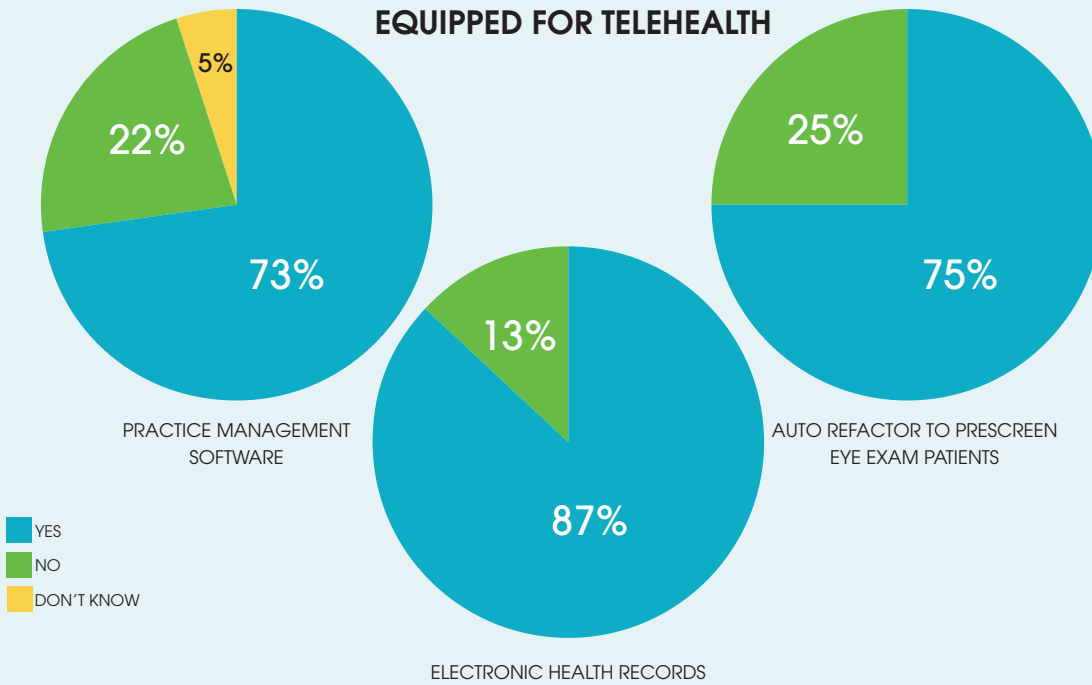
Of the survey respondents, 96 percent are ODs, and 4 percent are ophthalmologists. Of ODs responding, 78 percent practice in an independent office or store, either single or multiple. Another 12 percent practice in a corporate setting, either a national or regional chain.

OWNERS/EMPLOYERS:

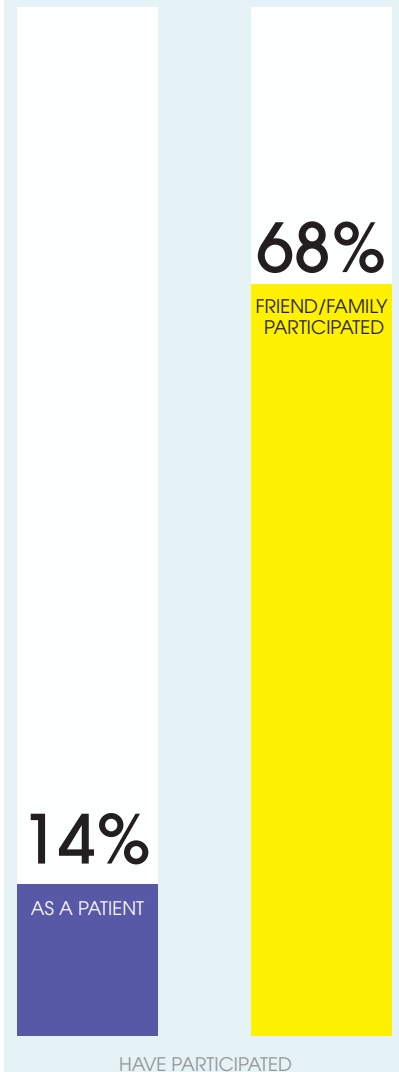
Of the respondents, 56 percent are practice owners or partners, while 43 percent are employed. Some 56 percent are male; 43 percent female. Some 65 percent are 41 years or older, and the largest group (50 percent) have been in practice more than 20 years.

KEY FINDINGS:

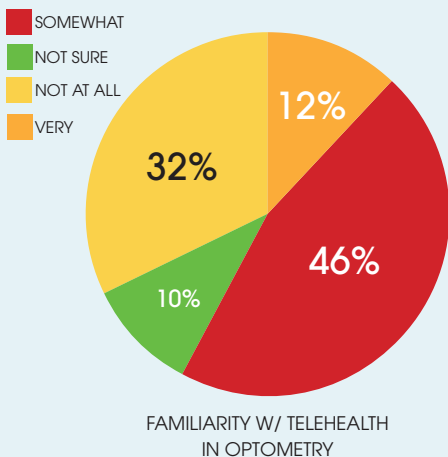
EQUIPPED FOR TELEHEALTH



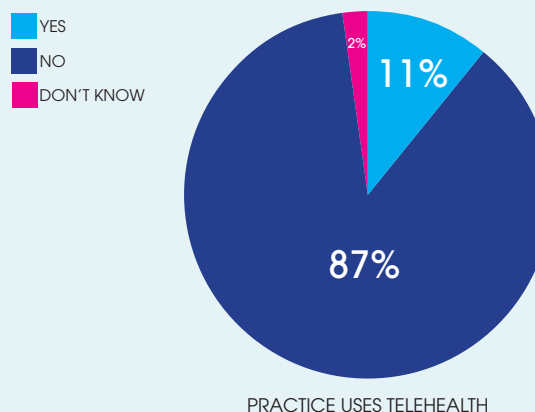
EXPERIENCE WITH TELEHEALTH



KNOWLEDGE OF TELEHEALTH



USE OF TELEHEALTH



14%

AS A PATIENT

68%

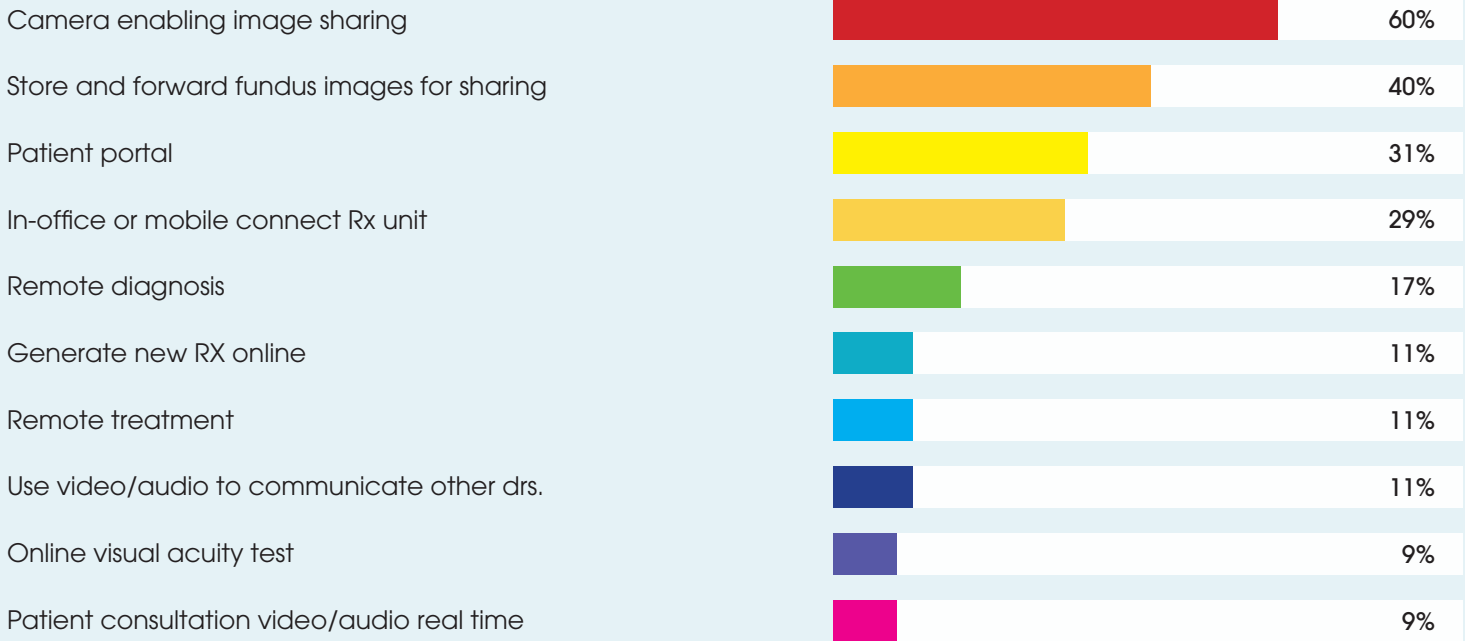
FRIEND/FAMILY PARTICIPATED

HAVE PARTICIPATED

FAMILIARITY W/ TELEHEALTH IN OPTOMETRY

PRACTICE USES TELEHEALTH

TOP FORMS OF TELEHEALTH USED



TOP REASONS NOT USING TELEHEALTH



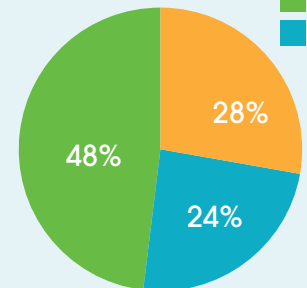
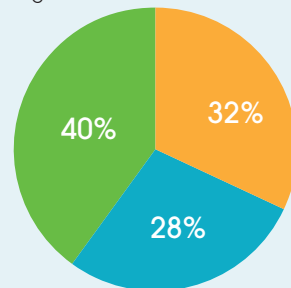
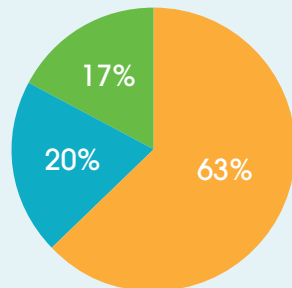
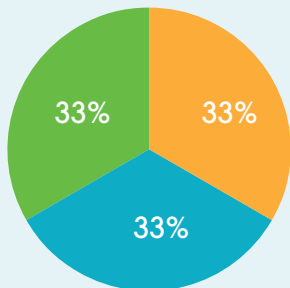
TELEHEALTH: PERCEPTIONS OF ONLINE ACUITY TESTS

Remote online acuity tests or "exam" including eyeglass or CL prescription verification will eventually become commonplace.

Remote online acuity test or "exam" including eyeglass or CL prescription verification are not appropriate in any case.

Remote online acuity test or "exam" including eyeglass or CL prescription verification MAY be appropriate if the patient already has had an in-office exam and the remote online test is only meant to check refractive changes to that exam.

If users are properly screened and informed that the remote acuity test is not a comprehensive eye exam, the remote acuity test could be appropriate.



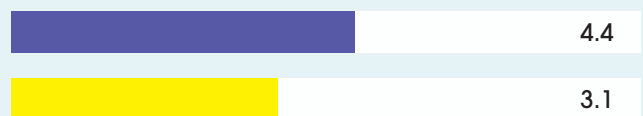
TRUE/VERY
NOT TRUE/NOT AT ALL
NOT SURE

TELEHEALTH: EFFECT IN FUTURE

LEVEL OF THREAT

EFFECT IT WILL HAVE ON INDUSTRY

(ON A SCALE OF 1-10)



TELEHEALTH & EYECARE CHALLENGE & OPPORTUNITY

PRESENTERS:



Mark Wright
OD, FCOVD

Mark Wright, OD, FCOVD

Professional Editor, Review of Optometric Business

Dr. Wright is Professional Editor of Review of Optometric Business. In addition, he directs the Bennett/VSP Business Management Program of The Ohio State University College of Optometry. He is founder of Pathways to Success, as well as CEO of The Practice Management Center, both practice-building resources for optometrists. He lives in Westerville, Ohio.



Larry Macapagal
OD

Larry Macapagal, OD

Director of Optometry, Southern California Permanente Medical Group

Dr. Macapagal is Director of Optometry for Southern California Permanente Medical Group. He manages 322+ ODs and oversees 46 Vision Essentials by Kaiser Permanente clinics.

PANELISTS:



Linda Chous
OD

Linda Chous, OD

United Healthcare

Dr. Chouse practices at The Glasses Menagerie, a children-focused eyecare practice in Minneapolis, Minn. She also serves as Chief Eyecare Officer at United Health Care.



David Geffen
OD, FAAO

David Geffen, OD, FAAO

Gordon Schanzlin New Vision Institute TLC

Dr. David Geffen is Director of Optometric and Refractive Services at Gordon-Schanzlin New Vision Institute TLC in La Jolla, Calif.



Tim Petito
OD, FAAO

Tim Petito, OD, FAAO

Petito Eyecare

Dr. Petito practices at Petito Eyecare in St. Petersburg, Florida. He is Director of Professional Relations for Marco Ophthalmics.