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1-hr CE

Course Title: Staying Up to Date on New Eyecare Technology

Course Speaker: Janelle Davison, OD

Course Description: In today's fast-evolving tech landscape, eye care practices must adopt innovations efficiently. Success hinges on strategies to streamline implementation, foster team buy-in, and leverage vendor partnerships for effective training. Seamlessly, integrating new technologies into the patient experience enhances loyalty and drives sales. Maintaining team engagement and post-implementation is equally vital for long-term success. By focusing on these key strategies, eye care professionals can stay ahead, ensuring their practice thrives in a rapidly advancing industry.

Learning Objectives:

1. Explore methods to stay up to date with emerging eye care technologies and innovations to ensure a competitive edge in the industry.
2. Understand strategies for integrating new technologies into practice workflows that enhance the patient experience and drive business growth.
3. Discover techniques to maintain team engagement and foster a culture of adaptability for long-term success in a rapidly evolving tech landscape.

Course Outline

1. Overview and Introduction to New Eye Care Technologies (20 minutes)

- Overview of current advancements in eye care technology
 - Pre-testing equipment
 - Portable auto refraction
 - Plenoptika Quick See
 - Handheld tonometry
 - icare
 - Fundus imaging
 - Portable fundus imaging
 - Point of care testing
 - Tear Osmolarity
 - Advancements in color vision testing
 - Color DX

- Advancements in ERG testing
 - Hand-held retina ERG
- New technology in dry eye diagnostics
 - MG imaging
 - Small footprint and mobile MeiboVue, Meibox
 - Lipiscan
 - Tear film imaging
 - Software suites with dry eye testing
- New technology in dry eye treatments
 - Thermopulsation
 - Lipiflow, tearcare, iLux
 - Microblepharoexfoliation
 - BlephEX
 - Nulids Pro
- New technology in Visual Field testing
- Office administration technology-Patient communication, calculation tools, verification, virtual check in
 - Communication tools
 - Weave
 - Solution
 - 4 Patient care
 - Demand Force
 - Marlo
 - Abbie
 - Doctor Contact Lens
 - Optical Calculation tools
 - Paradeyem
 - Practice Pal
 - Verification
 - Paradeym
 - Practice Pal
 - ABB verify
 - Virtual Checkin
 - Weave
 - Solution Reach
 - Revolution EMR
- Importance of staying updated with new technologies
 - Increase patient access to care
 - Improve patient outcomes to better service patients
 - increase efficiency
 - Boost practice production and revenue.

2. Reducing Implementation Time (10 minutes)

- Strategies for quick and effective technology adoption

- Easily digestible written instructions stored electronically for easy access
 - Office directory
 - Password sheet
- Close clinic schedule to allow ample time for staff training
- Dedicate an office training champion
- Monitor metrics to track success
 - EdgePro
- Encourage feedback on areas from improvement
- In office case studies of successful technology implementations
 - Incorporation of portable tear osmolarity prescreening increased conversion of dry eye evaluation by 20% from 2023-2024
 - Incorporation of virtual check in and paperwork decreased check in process and improved patient experience drive positive reviews (Goggle)

3. Fostering Team Buy-In (5 minutes)

- Techniques to encourage team support and enthusiasm
 - In office lunch and learn
 - Team building outings and projects
 - Determine employee individual learning style
 - Auditory
 - Visual
 - Combination
- Building a culture of continuous improvement
 - Manger-employee meetings
 - Peer to peer training session
 - Feedback box
 - Online learning/training
 - Process for new hires getting up to date on office technology

4. Leveraging Vendor Relationships (5 minutes)

- How to effectively collaborate and communicate with vendors
 - Set aside time for vendor representatives to visit the office.
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- Utilizing vendor resources for staff training and education
 - Online training tools
 - Virtual calculator tools
 - Learning academy with certificate of completion
 - In office training day/lunch

5. Developing Effective Office Scripts (5 minutes)

- Crafting scripts to educate patients about new technologies
- Role-playing exercises to enhance communication skills

6. Keeping Staff Engaged Post-Implementation (5 minutes)

- Strategies to maintain staff interest and motivation
 - Inner office competition
 - Progress rewards to team/team members
- Regular updates and continuous learning opportunities
 - Morning huddles
 - Weekly staff meetings

Q&A / Discussion (10 minutes)