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Business education and resources for eye doctors

The Cycle of Success



An EHR with Optometry Business in Mind

OD developed RevolutionEHR when he couldn't find system to suit his practice

In 2007, **Scott Jens, OD, FAAO**, launched RevolutionEHR after having the system essentially built for his multilocation practice in Wisconsin. "I wasn't finding the right combination of EHR systems that would connect my offices and didn't require me to maintain a server in my office. There wasn't a lot of web connectivity then," he says. He worked with some progressive technologists to



Dr. Jens

develop a cloud-based, eye care-specific EHR that helps run the entire business. "The whole software platform, EHR, ordering, billing, scheduling and more are available all the time to all users. These aren't pieces you have to turn on and pay for individually," he says. "The most important thing is that this system is EHR-centric. In some other systems, EHR was added later, meaning you look up a patient in one section and look up the billing somewhere or tests somewhere else. With this system, you perform an eye exam and your data feeds into

all the other parts of the system."

There's easy cloud-to-cloud interaction with other cloud systems, such as The Edge™ or Websystem3. "If our customer pays for that service, the system will automatically share data in the cloud." There's also connectivity of exam hardware to the cloud, including Marco devices that push data directly into the patient record.

The program is also ahead of the curve for meaningful use with the development of its RevolutionPHR, a free software application that allows doctors to provide their patients with a personal health record. To assist a doctor in meaningful use, the patient can be directed to revolutionphr.com for key summary documents that display information from their doctor, including medications and diagnosis lists. "Consumers are going to have to grow an

Speedy Messaging

Users of the RevolutionEHR can send office colleagues a sort of electronic Post-It note with a task to follow up with a patient or on a task. The reader can click on a direct link to access the patient's record. "In the old days with paper records, it was estimated you'd spend a minute per chart finding and refiling them. That's a half hour of time if you have 30 patients," Dr. Scott Jens says. Now it's a mouse click to open and close. 📧

appetite for it, but by the time Stage 2 of meaningful use is here in 2014, patients will be very connected."

RevolutionEHR is an IDOC-endorsed EHR vendor, meaning that IDOC members receive advantageous pricing. "It's a good match," says Dr. Jens. "IDOC members have a high degree of concern for running their practices efficiently, and RevolutionEHR provides the tools to do that." 📧

Identify Solutions

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Brand Contact Lens wearers were happy with the comfort of those contact lenses, Dr. Kay encouraged them to try ACUVUE OASYS Brand Contact Lenses instead for added comfort and higher oxygen transmissibility. "After a day or two of wear with the ACUVUE OASYS contact lenses, the vast majority of patients find that the ACUVUE OASYS are even more comfortable. Our conversion rate is very high. And once they become ACUVUE OASYS lens wearers, they tend to stay with that lens.

"People have to have a reason to switch contact lenses. And I can tell them what that reason is by saying, 'Here's what I see happening.' It's easy if they can identify the problem themselves, such as red eyes or discomfort. But I often see subtle signs that the patients aren't even aware of," he says.

So simply asking long-time contact lens wearers who have been in the same kind of lenses for years if there are any problems might not yield the best answer. "They may not want

to tell you that their eyes are uncomfortable. They're afraid that you're going to pull them out of contact lenses altogether," he says. So he asks the question this way. "Is there anything at all about your contact lenses that you wish could be different?"

That's when patients provide more revealing answers. They might tell him that they wish they could see a little better for certain visual tasks, that they could wear the contact lenses



longer and more comfortably, that the lenses didn't itch or that they didn't have to clean them. With that information, Dr. Kay can make a recommendation for a different type of contact lens that meets the patients' demands or lifestyle better. He asks, "If you could try a contact lens that you could wear longer (or didn't have to clean or that doesn't make your eyes itch), would you like to try it?" Patients invariably say yes.

His approach of matching and exceeding patients' expectations is one factor in the continued growth of his contact lens business. Despite the economy and a relatively transient population, referrals have generated more new patients than he loses each year. The combination of offering contact lenses to all appropriate candidates and taking a moment to talk about contact lens options that might suit the patients' needs better has bolstered his practice's reputation as a place to come for contact lenses. With the array of contact lenses from VISTAKON, he is able to exceed their expectations for vision, comfort and convenience. 📧

Important Product Information: ACUVUE® Brand Contact Lenses are indicated for vision correction. As with any contact lens, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Lenses should not be prescribed if patients have any eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available from VISTAKON® Division of Johnson & Johnson Vision Care, Inc., by calling 1-800-843-2020 or by visiting www.jnjvisioncare.com.