



Insights and ideas from leading professionals

Best practices honorees reveal secrets of success

By Michele Andrews, OD, Sr. Director, North America Professional and Academic Affairs, CooperVision

New technology can have a great impact on the delivery of eye care. It can help a practice become more operationally efficient, provide a new diagnostic or treatment option for patients, or take an existing process and make it more convenient and user-friendly.

CooperVision’s Eye Care Best Practices honorees each keep an ear to the ground for upcoming trends in practice management, technology and patient care. Likewise, CooperVision is constantly seeking to transform observations

into real benefits for our partners. This includes Biofinity Energys™, the new contact lens specifically designed for today’s digital world.

I recently sat down with several honorees from our inaugural class of Best Practices and asked them to share some tech-centric secrets to their success. Do you have any to add? Include them in your application for the second annual Best Practices Recognition Program by visiting EyeCareBestPractices.com.

Q: New equipment can be expensive, especially considering the changing face of reimbursement and patients who are increasingly price sensitive. How do you balance the cost of new technology with the ROI?

Dr. Vann: New technology pays for itself. When patients see your practice using the best equipment, it demonstrates that you’ve taken time to research the latest developments – whether diagnostic tools or lens technology – to help provide the best care possible.



James W. Vann, OD
Practice owner since 1998
Fulton MO

Q: What new technologies are you bringing to your practice?

Dr. Wilson: My big push right now is the patient experience in the optical dispensary. We’re developing iPad software which includes details about managed vision care plans, materials and co-pays, helping better inform their decisions. So when a patient makes a selection, we can tell them in real time what the copay is on the frame, on the vision insurance lens upgrade and so forth. We’re elevating the experience.



Steven Wilson, OD
Practice owner since 1981
Valdosta, GA

Q: Are patients’ use of technology in their own lives changing how you practice?

Dr. Smith: Absolutely. Recognizing issues that may be prevalent in patients near you is a great way to expand your contact lens practice. Our office is located in the middle of a business park and as a result, our practice has really grown in supporting occupational vision, digital eye fatigue and computer vision syndrome.



Beverly Smith, OD, MBA
Practice owner since 1989
San Ramon, CA

Q: How do you get staff on board with new technology in the practice?

Dr. Giedd: As our staff learns the technology, they begin to recognize what to look for that may help us provide the right treatment. That’s motivational.



Kerry Giedd, OD, FAAO, Beverly Smith, OD, MBA, James W. Vann, OD, and Steven Wilson, OD are four of our current Best Practices Honorees.



Submissions are now being accepted for the 2017 Best Practices Recognition Program.

Learn more and apply today at EyeCareBestPractices.com.

AN INITIATIVE OF  CooperVision®