Helping Patients Understand Elective Choices in Cataract Surgery Today

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Communicating Elective Surgical Options to Patients

19 Years in the Dispensary Accustomed to Collecting Fees for Patient Care

- Glasses correct vision but create a world of side effects and complaints
- No Perfect Solutions
- Today your patients should be offered a choice based on Doctor’s recommendations with realistic expectations

Patients Buy Products for Better Vision

- Premium Eyewear
  - Anti-reflective coating, changeable lenses
  - Thinner lenses
- Premium Implants
  - Better vision (Toric)
  - Multifocal offers spectacle freedom
- All Laser Cataract Procedures
  - Great Precision, Imaging and Control
- Patients buy better products
  - Education required to understand the benefits
Cost Comparison:
Glasses versus Elective IOLs

- Progressive $229
- Designer Frame $299
- AR Coating $129
- Transitions $98
- Thinner Lenses $100

Total Cost = $855

Presbyopia Correcting Implants
- $5400 both eyes

Toric Implants
- $3800 both eyes

$2400 all-Laser Procedures

One Time in Patient’s Life

The Doctor Must Set the Stage

- MD must diagnose & recommend
- The MD recommendation can NEVER be skipped
- "K"s must be acquired before any discussion
- Never peddle backwards
- MD introduces Coordinator

When does the Coordinator meet with the Patient?

- After the Doctor’s diagnoses and recommendation
- A Direct Turnover from MD is Best
- Again at the A-scan appointment
- A first call to the practice
  — Coordinator can answer early questions
- Summarize technological advances your practice offers to patients
Best Practice Approach

MD Must Consistently Recommend

- If you don’t have a consistent approach you will never have a high conversion rate
- Always offer and educate every appropriate patient EVERY TIME
- Education is the key. Do not decide for your patient-offer choices

What Does the Coordinator Communicate to the Patient?

- Interest in the patient’s lifestyle & hobbies
- Understanding what benefit the elective aspects of the procedure will fulfill for the Patient
- Full discussion on side effects
- Delivery of fees & payment methods

MONEY

- Don’t Apologize
- Get Your Comfort Level
- Feel Good about what you are Helping your Patient Acquire
- Educate and Offer
- It is always the Patient’s Choice
Common Objections

- I am too old
  - no one knows their life's timeline
- I don't have the money
  - it is not about money but a quality of lifestyle
- I don't mind reading glasses
  - it is all the other things
- My other eye was done with a blade
  - you deserve the newer technology

Why Doesn't My Health Insurance Cover Advanced Technology Implants?

- Lifestyle Implants are products you purchase for yourself due to desire
- Insurance covers medical resolution of your health problem
- Insurance does cover many aspects of your procedure

Why Is All Laser Cataract Surgery Considered Elective?

- You must communicate how Advanced Imaging improves Patient's Surgical Experience
- Medicine does not move forward based on Insurance Coverage
- Elective Résumé require most accurate Surgical Techniques
**Best Tool for Discussion of Bladeless Cataract Surgery**

- Clarify the permanence of patients' decision
- Cost should not be the only factor
- Remind patient of specific benefits
  - Quote small payments
  - Remind the patient this is the doctor's recommendation

**Final Phone Calls**

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**Constant Effort Is the Key to Success**

- Spend the time
  - Clarify patient's visual goals
  - Personalize the discussion
- Discuss side effects comfortably
- Offer financing early on
- Make that extra phone call
Your Continued Efforts
Make It Happen

Thank You!

Best Practice Approach