As told by...

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Financial disclosures

- Nothing to disclose
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DISCLAIMER:

- We LOVE new technology.
- It's exciting…
- It keeps us employed…
- But…

...is it worth it?

- That's for you and your practice to decide.
Facts:

- There are practices doing great cataract surgery and have successful practices without femtosecond lasers.
- There are practices that have invested in the technology that wish they hadn’t.
- There are practices that have invested in the technology and are thriving.
- There are practices that are at a crossroads and are wondering what they need to consider.

Audience poll

Audience poll
Is the time now?

A quarter-century ago, surgeons were performing ECCE with great success, and then phaco was developed.

When phaco was introduced…
- It was more expensive
- It was more time consuming
- There was more training required
- But now…everyone performs phaco

25 years later...

Surgeons are performing phaco with great success, and then femtosecond lasers were developed.

When femtosecond lasers were introduced…
- It was more expensive
- It was more time consuming
- There was more training required
- But now……

So, why are practices hesitant?

- Financial and time investment
- Comfortable in doing manual cataract surgery
- Not comfortable in the refractive component
- Not comfortable in the retail component
- No market demand or pressure
THE CHOICE:

When you are trying to decide whether or not it is time to buy a femtosecond cataract laser, there are two things you must believe:

- You must believe...
- 1) Femtosecond cataract surgery is good for your patients
- 2) Femtosecond cataract surgery is good for your practice

Yes or No?

- If you can't answer YES to both of those questions, then proceeding with the purchase of a $500K laser will not be worth it.
Why?

If you don't believe laser cataract surgery is good for your patients or your practice, then it will be reflected in everything you do.

Quote from a prominent surgeon...

“The risk is that of making huge investments in the technology because we are worried about the competition rather than because we are truly convinced of the advantages of the laser. If these advantages are real and worth investing in, if the transition from phaco to femto is the step we should make, only further studies can show. We should wait for these results and not precipitate decisions.”

Good For Patients?

Does the physician feel the technology will provide a superior outcome for the patient?

 Patients generally tend to trust laser surgery more, and associate it with both safety and precision.

Caution: Patients may also attach a higher expected outcome with femto cataract surgery.

Recent quote in Review of Ophthalmology: “If a patient expects to have a perfect outcome because of the laser, that's a contraindication.”
Good For Patients?

- Does the physician feel the technology will provide a safer experience for the patient?
- You are starting to see a trend where more and more data is being published showing incidents where the femto cataract surgery has made some more difficult cases easier on the surgeon.

Good For Practice?

- Will the technology provide a safer experience and superior outcomes, which is also good for the practice?
- Word-of-mouth

Good For Practice?

- Does the market dictate it?
  - Market competitors already have the technology and are promoting it.
  - Are patients coming into your practice asking for it or demanding it?
If you make the plunge:

- It most likely will require:
  - Changing your patient flow, both during exam and surgery
  - Change in your work space, especially in your operating room setting
  - Change in your clinic staff
  - Change in the way patients are scheduled
  - Change the way patients are educated
  - This ain't your grandma's cataract surgery!!!

Surgeon adoption:

- If the surgeon doesn't REALLY want to do laser cataract surgery, for any reason, then he/she will find reasons not to do it when talking to a patient
  - Examples:
    - Your pupils may be too small for this.
    - It takes longer with the laser, and no one wants to wait.
    - If you rent the laser...well, we did your first eye with the laser, but since it's not here this week, then we can just go ahead and do the second eye manually. (talk about devaluing the laser).

Surgeon adoption:

- You can have great advertising campaigns, but the one thing that resonates with patients more than anything else is the excitement and confidence in the technology of the surgeon.
  - Example cases
Ultimately, the choice is yours…

- If you are going to invest in femtosecond cataract surgery, you must do all of the things necessary to make it work.

4 scenarios:

- Surgeons have purchased a femto cataract laser and are very successful with it.
- Surgeons have not purchased femto cataract laser and are very successful.
- Surgeons are renting a femto cataract laser
- Surgeons still doing extracapsular cataract surgery in a hospital and LOVE IT!!!!

Marketing examples
Marketing examples

Marketing examples

Marketing examples
Marketing examples

Audience questions

Thank you for attending