



# Recovery Reboot

Your Path To Powering Up Your Practice

**5 One To Three Weeks After Reopening**



**HEA**<sup>®</sup>  
Healthy Eyes Advantage

## Business Strategy

### Continue Your Week One Focus

- The second week you are open will likely be similar to the first week, with your primary focus being comprehensive exams, prescribing the best treatment plans for your patients, and spending time educating them about their specific treatment plan.

### Increase Medical Follow-Ups

- Increase your medical follow-up visits (e.g., diabetics, AMD, glaucoma, dry eye) beginning in the second or third week after you reopen.
  - As you increase medical follow-up visits, be sure you are coding appropriately for the services you provide. Know how to code appropriately for E&M and Ophthalmologic visits, as well as diagnostic and monitoring procedures that are indicated with these medical visits. To ensure proper documentation and compensation for medical services, it is equally important to neither underbill nor overbill.

### Strengthen Your Referral Network

- Build on the work previously discussed in the *Recovery Reboot* series, including:
  - Outreach to PCPs and specialists.
  - Sending exam reports for all patients to their PCPs. If this is not already standard protocol in your office, use letter templates in your EHR system to make this an automatic part of closing out each patient encounter.

### Prepare For A Lull In Demand

- Many offices are experiencing a strong demand for exams from patients who are long overdue for new glasses or have run out of contact lenses. It is likely you'll see a noticeable dip in demand once that group of patients has been seen. Refer to this week's '*Patients*' section for more on developing a concerted patient outreach campaign.



## Physical Space

### Reassess Waiting Procedures And Patient Flow

- Reassess your waiting area, optical dispensary and patient flow throughout the office.
  - Based on your first full week of being open and the additional experience that comes with each successive week, regularly revisit your original plan for patient waiting procedures (e.g., waiting in car or otherwise outside of your practice space, spacing of chairs and optical displays in the waiting room). You may have made small tweaks during reopening week, but a thorough reassessment is in order on a periodic basis.
  - Patient flow should also be re-evaluated regularly, as well as the signs, arrows or other visual cues you first employed to communicate intended patient flow. Have staff and patients been able to acclimate to the intended patient flow? Are any changes feasible to help improve patient flow? Of course, the ability to adjust patient flow will vary by office depending upon the physical layout, but all team members should diligently observe the flow and work to optimize the available space.

### Optimize Physical Space To Support Cash Flow

- Take a fresh look at how well your physical space is supporting your cash flow goals.
  - With magazines, product pamphlets and most other forms of paper gone from the waiting area and optical dispensary, are you effectively utilizing electronic messaging boards as a means of contactless patient marketing?
  - Are contact lens annual supply/rebate offers prominently communicated?
  - Is sunwear displayed in your waiting area?

### Stay Organized With Your Office Flow

- Many of you are having your patients wait in their cars per the AOA's guidance, which poses challenges to monitoring office flow due to inability to see your patients. This is especially true if you're in a multi-story office building with no view of the parking lot.
  - HEA has partnered with [ParkingLotCheckIn.com](https://parkinglotcheckin.com) to offer a simple, cloud-based solution for checking in patients, notifying them when it's time to come into the office, and keeping your office flowing smoothly. To take advantage of HEA's Exclusive Member Pricing of 20% off for a full year, call HEA at 800.959.2020, Option 3 for the HEA Member Discount Code. [Click here](#) for details on the ParkingLotCheckIn.com app and/or email your questions to: [info@parkinglotcheckin.com](mailto:info@parkinglotcheckin.com).



### Staff

#### Champion A Feedback-Centric Culture

- ☐ Hold another staff meeting at the beginning of the second week after reopening.
  - Develop the agenda around feedback received during your one-on-one conversations and daily group stand up meetings.
  - Be open to making adjustments to your plan based on feedback received.
  - Clearly communicate any changes/adjustments during this staff meeting.
  - Let the team know of extra steps you are taking with regard to business strategy, so they understand the actions necessary to maximize the reopening and business recovery process. You don't need to share all details, but for many practices, the team will be witnessing a decrease in patient flow and may be feeling uneasy, so it is important to provide reassurance that you are being as proactive as possible.



#### Increase Team Engagement With Daily Sales Targets

- ☐ Encourage daily sales goals.
  - Setting daily goals (e.g., daily revenue, eyewear sales, year supply conversions) encourages teamwork and gives your team a scoreboard to check throughout the day. Many owners are reluctant to share revenue numbers with team members so use your own discretion, but you may be surprised how giving your team target numbers to hit increases their engagement.
  - Share upside risk. If finances allow, spot bonus team members for going above and beyond. If daily revenue goals are exceeded, set an additional nominal amount (\$25 per team member is great) that will be bonused for that day.

#### Use Digital Employee Screening

- ☐ Leverage digital employee screening technology to help maintain a safe environment for staff and patients alike. Microsoft and UnitedHealth have collaborated to create the 'ProtectWell' app that provides a daily symptom screener to help clear employees to go to work or direct them to be tested if they are at risk for infection. For more information about ProtectWell, [click here](#).

*HEA has no affiliation with or financial interest in Microsoft or UnitedHealth.*

### Patients

#### Launch A Focused 'Patient Outreach' Campaign

- Initiate a concerted patient outreach campaign.
  - Prioritize those patients whose scheduled appointments had to be canceled due to quarantine guidelines and those who were not scheduled but who are due for services.
  - Augment email and text messages with outreach phone calls which allow your staff to emphasize the importance of having a comprehensive eye exam and the rigorous safety precautions you have taken to provide a safe environment for receiving this needed health care.
  - Even though some patients may not yet be comfortable seeking services, your outreach will place you at the top of their list when they are ready.

*See the following page for a sample 'Patient Call Campaign Script.'*



#### Embrace Opportunities To Expand Telehealth

- Continue to embrace and expand use of telehealth.
  - Even though strict social distancing requirements may be relaxing to a certain degree, high risk individuals will be still be encouraged to avoid larger public gatherings. Encouraging your patients to engage with you via telehealth demonstrates your concern not only for their eye health (not skipping needed care) but also their general safety and well-being (limiting their exposure).
  - Do not be afraid to use telehealth for your contact lens checks or special testing reviews when clinically indicated.
    - If you can move contact lens follow ups to a telehealth visit, it will free up your practice schedule for more cash exams.
    - If you finalize a contact lens prescription via telehealth, be sure to use your online contact lens sales tool to complete the sale and ship directly to the patient's house.

#### Transform The Frame Styling Experience

- With 'My Frame Gallery' by Frames Data, eye care professionals can create a virtual frame board for their website, where patients can browse and virtually 'try-on' eyewear from home. Easily set up a custom, branded Frame Gallery using the power of Frames Data and use it to engage your patients, promote your products, and enhance your website's capabilities. Interactive features let your patients tell you which frames they like before their visit, making appointments more efficient and minimizing frames needing to be sanitized. Best of all, it's affordable for practices of all sizes, and HEA members receive two months free. Visit [framesdata.com/HEA](https://framesdata.com/HEA) or call 800-821-6069, Extension 3.

## Patients

### Patient Call Campaign Script

Hi Mr./Mrs./Ms. \_\_\_\_\_. This is (Name) calling from (Practice Name).

I'm calling to let you know you're due for your *<annual comprehensive eye exam/condition check>*. We're happy to be open and delivering all types of eye care with a number of new safety guidelines in place, and I have availability to schedule you (and any family members) on *<date>* or *<date>* at *<time>*.  
Would this work for you?

#### ***If member expresses hesitation about scheduling:***

I certainly understand your concern in light of the COVID situation, but please be assured we are taking numerous measures to protect our patients and staff that I'll be happy to review with you.

As you may be aware, public health officials are growing concerned about the number of health care services of all types that are being delayed due to COVID, which can result in delayed diagnosis and treatment of many conditions. Due to the rigorous safety measures we have implemented, our office is a very safe place to be and Dr. *<last name>* believes it is important for you to be seen *<especially in light of your condition>*. It's important to remember that a comprehensive eye exam is not only about seeing well but it also serves as a significant screening tool for many health conditions.

#### ***If patient schedules:***

To prepare you for your visit to our office, I'd like to review some specific changes you will notice.

No need to write all of this down as you will receive an email prior to your exam to confirm your appointment and to reiterate this information, as well as other details you'll need to know before you arrive for your exam. *<Detail those changes most pertinent to the patient's arrival, e.g., mask wear, temperature check, waiting procedures.>*

#### ***If using ParkingLotCheckIn.com or following other wait-outside-office procedures:***

To maintain social distancing before your appointment, we are asking our patients to wait outside the office until we are ready for you. *<Review details on how to check in from the parking lot or other waiting area.>*

#### ***If using My Frame Gallery or another virtual try-on tool to preview frames before arriving:***

We offer a terrific tool that lets you browse our frame selection prior to arriving. You can select the frames you like in advance, and we'll make sure they're sanitized and ready for you when you arrive. Be sure to watch for the link in the confirmation email you will receive from us.

If you're unable to make it to your appointment, please let us know at least 24 hours in advance.

We can't wait to see you!

#### ***If patient declines to schedule, citing persistent COVID concerns:***

I understand your concern and respect your decision. As the situation evolves, please keep in mind how important it is that you see Dr. *<last name>* as soon as you are comfortable doing so. Just give us a call, and we will get you scheduled right away. Stay well, and we look forward to seeing you!

## Vendors

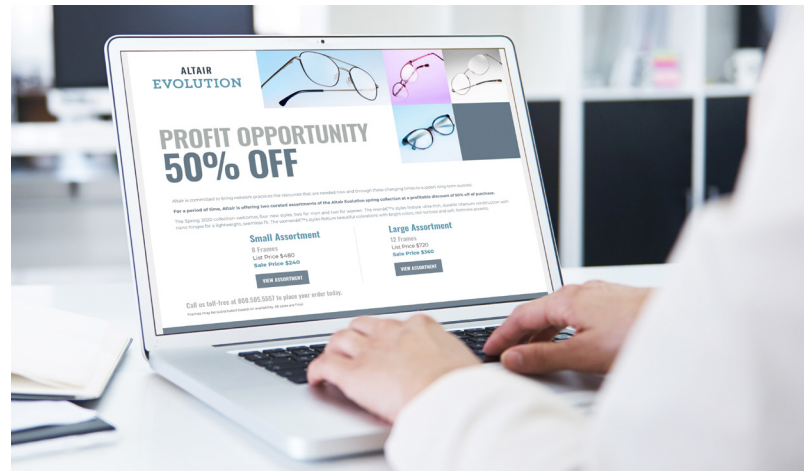
### Utilize Vendor Promotions

- ❑ Remain up-to-date on special offers from your vendor partners, including both product promotions and value-added services.
  - In response to the changing market, vendors are frequently updating their offerings and/or extending terms to further support your practice. Staying current will be extremely beneficial.
  - The last issue of *Recovery Reboot* featured a few specific vendor promotions, and three more are highlighted below:
    1. CooperVision has extended lock-in pricing for members and free direct-to-patient shipping. In addition, CooperVision is offering a free contact lens refill (one box per eye) for essential hospital workers in a doctor's area.
    2. Altair is offering 50% off two specially curated assortments of their Altair Evolution spring collection. To learn more, visit [AltairEyewear.com/ProfitProgram](https://AltairEyewear.com/ProfitProgram).
    3. Design Eyewear Group is offering customized frames solutions designed specifically for your practice. To learn more, contact your Design Eyewear Sales Agent or call 1.800.654.6099.

Be sure to speak with both HEA and vendor representatives to ensure you are capitalizing on available promotions.

### Take Advantage Of Valuable Vendor Educational Programs

- ❑ The vendor community is eager to support independent eye care professionals in the reopening process and many are offering webinars and other educational programs that provide valuable guidance on a variety of topics such as digital marketing, telehealth, patient financing and digital marketing.



### Vendors

#### Stay Current On PPE Procurement Options

- Because many HEA members continue to inquire about available sources of personal protective equipment (PPE), we are again including on the following pages a list of HEA's strategic vendor partners who offer PPE.



#### Keep Up-To-Date On COVID-19 Resources For HEA Members

- Visit HEA's [COVID-19 Resource Center](#), which provides a one-stop resource for information on all available offerings. Our Resource Center is updated on a weekly basis to ensure that we are providing you with up-to-date information to assist your successful recovery.

### Reopeneyecare.com

#### Leverage Other Reopening Resources As Needed

HEA is proud to be a founding member of [Reopeneyecare.com](#), a website resource with timely information on the COVID-19 landscape, cash flow management, leadership skills and industry data to help independent eye care providers rebound effectively.

### Coming Next Week!

#### Four To Eight Weeks After Opening

You will spend the first few weeks getting settled into your new routine. There will be kinks to work out and challenges to overcome. Leaders are honed in crisis, so be sure to take the appropriate steps to find your new rhythm. Our next checklist will focus on the four to eight weeks after you reopen. We'll revisit key steps to take to prioritize cash flow while exploring new, cost-effective technologies, solutions and HEA vendor programs that can help accelerate your recovery and growth. Stay tuned!

*The information and opinions contained herein are not intended to serve as the sole source of information or professional advice with respect to the material presented. Healthy Eyes Advantage encourages you to also consult with your state and local governments, as well as eye care professional organizations, for additional guidance.*

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## Vendors

### HEA Partner Vendor PPE Resources

- Arch Crown | 800.526.8353 | [archcrown.com](http://archcrown.com)  
Social distancing floor graphics
- Charmant Group | 800.645.2121 | [charmant-usa.com](http://charmant-usa.com)  
Face shields
- Classique Eyewear | 866.604.5700 | [classique-eyewear.com](http://classique-eyewear.com)  
Tri-X3 Ozone Infuser full spectrum microbiological agent that eliminates viruses, bacteria, harmful pathogens. Attaches to a sink faucet. E-mail: [sales@classique-eyewear.com](mailto:sales@classique-eyewear.com).
- Dynamic Labs | 888.339.6264 | [dynamiclabs.net](http://dynamiclabs.net)  
Selling as a package: hand sanitizer 50 bottles, isopropyl alcohol 4 bottles, disposable face masks 2 boxes 50 per box, fog free face shields 10 units, nitrile gloves 2 boxes 100 per box. Items also available individually.
- Hilco Vision | 800.955.6544 | [hilcovision.com](http://hilcovision.com)  
Alcohol prep pads, cleaning wipes, anti-fog wipes, lens cleaner and wipes, slit lamp chin rest paper, breath shields, safety eyewear, hand sanitizer, goggle sterilizer, infrared digital thermometer
- Luxottica Group | 800.422.2020 | [luxottica.com](http://luxottica.com)  
Safety goggles PPE certified from ESS (Eye Safety Systems), M-Frame 2.0 Helo-Kit Basket, cloth face masks, neck gaiter. Visit [My.Luxottica.com](http://My.Luxottica.com) or contact your sales rep.
- Match Eyewear | 877.886.2824 | [matcheyewear.com](http://matcheyewear.com)  
Protective glasses and face shields. Order form available.
- Modo | 800.223.7610 | [modo.com](http://modo.com)  
KN95 protective masks, disposable face masks, PVC disposable gloves, Nitrile disposable gloves, face shields and (coming soon) disinfectant wipes. Order at [modobiz.com](http://modobiz.com).
- Ocusoft | 800.233.5469 | [ocusoft.com](http://ocusoft.com)  
Alcohol and other antiseptic products, examination gloves, soaps, sanitizers, disinfectants, masks and sterilization supplies
- OMG! Optical Marketing Group | 978.712.0664 | [omghome.net](http://omghome.net)  
Custom stock health and hygiene signage solutions packages (also available a-la-carte), sneeze guards
- OptiSource International | 800.678.4768 | [1-800-optisource.com](http://1-800-optisource.com)  
3-ply masks, face shields w/foam headband, pupilometer, slit lamp, PD meter breath shields, safety goggles

## Vendors

### HEA Partner Vendor PPE Resources

- **Provista** | 888.538.4662 | [provistaco.com](https://provistaco.com) | [HEA Member Registration](#)  
Face masks, isolation gowns, hand sanitizers, alcohol prep pads, blood infusion sets, face shields, gloves, protective eyewear, no-touch thermometers, etc.
- **Sàfilo Group** | 800.631.1188 | [safilogroup.com](https://safilogroup.com)  
PPE Eyewear Program by Safilo — Full-coverage, high-clarity and anti-fog face shield by Safilo and Aegis face shield by Smith are both compatible with N95 face masks. Polaroid Stay Safe Collection includes Staysafe1 and Staysafe2 wraparound goggles and face shields. Order at [mysafilo.com](https://mysafilo.com), by calling customer service or through your sales rep. Taking pre-orders the week of 5.18.20 with delivery starting 6.15.20. No discounts, no returns or exchanges.
- **Staples** | 877.826.7755 | [staplesadvantage.com](https://staplesadvantage.com)  
Disinfecting wipes and other disinfecting products
- **Stormin' Norman's Optical Supplies** | 800.288.4512 | [storminnormans.com](https://storminnormans.com)  
No-touch thermometers, hand sanitizer, face shields, gloves, masks, disposable medical gowns (same as used in Joe DiMaggio hospital), cleaning supplies
- **Studio Optyx** | 800.509.9452 | [studiooptyx.com](https://studiooptyx.com) | [ppesupplyhouse.com](https://ppesupplyhouse.com)  
KN95 and N95 masks, face shields, goggles, hand sanitizer, 3-ply masks, no-contact thermometers, cloth face masks, disposable protective masks, liquid hand sanitizer spray
- **US Ophthalmic** | 888.881.1122 | [usophthalmic.com](https://usophthalmic.com)  
KN95 mask, face masks, infrared thermometer, face shields, shoe cover dispenser, anti-fog goggle, protective glasses  
E-mail: [ppe@usophthalmic.com](mailto:ppe@usophthalmic.com).
- **Wiley X** | 800.776.7842 | [wileyx.com](https://wileyx.com)  
All Wiley X products are considered PPE, meet ANSI Z87.1 safety and are classified as FDA Tier 1 medical devices. Now taking orders for nitrile gloves, protective eyewear, protective goggles, face shields and KN95 masks.



Healthy Eyes Advantage

Infinite Power For  
Independent Practices