



Recovery Reboot

Your Path To Powering Up Your Practice

⑥ Four To Eight Weeks And Beyond



HEA[®]
Healthy Eyes Advantage

Business Strategy

Monitor State And Local COVID-19 Guidance

- Constantly monitor up-to-date state and local government recommendations regarding business operations (e.g., social distancing, capacity recommendations).
 - Most states are continuing to advance the reopening process. Increase patient load as appropriate.
 - Be aware of the potential need to limit patient flow if case numbers start increasing.
 - Continue leveraging telehealth to maximize patient visits and extend care beyond the four walls of your practice.

Know Your Numbers

- Use analytics to identify opportunities for practice and revenue growth.
 - Pull monthly production reports from your practice management software.
 - Look for opportunities missed in capturing patient sales, medical follow-ups or other special testing.
 - If you are not already using a practice dashboard, consider adding one now for streamlined data analytics to help you make critical business decisions.
 - HEA is making its **SmartData Solution** dashboard available to members at no charge. Contact **Jacqueline Thomas** at **800.245.0051**.
 - **SmartData Solution** provides an always-available, at-a-glance view of:
 1. Key Performance Indicators (KPIs) including total exams, total revenue, revenue per exam and capture rate.
 2. Deep dive analytics for frame, lens and contact lens sales data.
 - **SmartData Solution** installs in minutes and pulls data directly from your practice management software, so there is NO duplicate entry.
 - Develop an actionable plan for capitalizing on each opportunity.



Business Strategy

Consider Adding A Myopia Management Focus

- Consider adding myopia management as a service if you don't already offer it. The extended period of time spent indoors and on devices will have impacted your pediatric patients' risk of myopia progression. HEA offers strong programs with the following contact lens partners in myopia management: [CooperVision](#), [ABB Optical Group](#), [Art Optical](#), [Essilor Custom Contact Lens Specialists](#), [GP Specialists](#), [Visionary CL](#) and [X-Cel Specialty Contacts](#).

Grow Your Patient Base And Revenue With Expanded Services

- Devise a plan to expand and diversify your practice.
 - Whether you were already evaluating this on a pre-COVID basis or whether 'the new normal' has created a need that may not have previously existed, now is the perfect time to review options for protecting and growing your business income through service expansion and diversification.
 - There are many paths to practice expansion. And while these paths are not mutually exclusive, you will want to take a strategic approach that is both purposeful and targeted based upon the stage of growth your practice is in, your goals and interests, as well as the needs of your community and your patient base.
 - HEA is nearing completion of a new suite of program offerings to support our members in taking their practices to the next level by creating new revenue streams through a broader service scope and the development of sub-specialties within the practice.



Business Strategy

Utilize New HEA Practice Booster Programs

□ Our new programs are arranged into three distinct **Practice Boosters**, listed below. It is important to note that each **Booster** encompasses multiple components that can be implemented on an a la carte basis; there is no requirement to take on all aspects of each.

- Recognizing that cash flow is top of mind for all business owners, the service offerings within each **Practice Booster** have been carefully selected based on their significant return on investment (ROI) with minimal upfront cost. *Please refer to the 'Vendors' section on page 7 for more information on the strategic vendor partners with which HEA is collaborating to bring these **Practice Boosters** to our members.*

- **AMD Practice Booster — Launching June.** AMD is the leading cause of irreversible blindness in adults over 50 years old. There are significant opportunities to expand AMD diagnosis and treatment within a practice's existing patient base, especially for practices with a high percentage of patients over the age of 50.

HEA will present '**Opportunities In AMD Management**,' a four-hour 'live' COPE CE event, as part of our Powered Up Practice Education Series¹, on Sunday, June 14th from 1:00 – 5:15 pm EDT. [Click here](#) for more details and to register.

- **Innovative Tech Practice Booster — Launching July.** As practice owners look to recover and rebound from COVID-19, consider new ways to differentiate yourself from the competition and new opportunities to grow your revenue by offering new services and technology.
- **Medical Software Practice Booster — Launching August.** Demand is increasing sharply for medical eye care services, even as ophthalmology capacity remains unchanged. Now is the time to leverage this trend to create additional revenue for your practice while making it easier for your patients to access medical care. A vital component to realizing medical services income is making sure you have the right software: from an EHR that promotes efficiency to insurance verification and seamless revenue cycle management.
- To learn more about **HEA's Practice Boosters** and the benefits for our members, call our **Solutions Specialists** at **800.959.2020, Option 3**.



POWER UP The Powered Up Practice Education Series:
Opportunities In AMD Management

4 LIVE COPE Hours • Sunday, June 14th • Zoom Webinar

¹Not affiliated with The Power Practice or Power Hour.

Physical Space

Evaluate Your Frame Boards

- Leverage the data from the first month to determine your most popular and most profitable frame lines.
 - Consider featuring them or rearranging your frame boards to draw patients' attention to those lines or individual frames.



Create Space For Practice Expansion

- If your strategic plan includes service expansions, such as those mentioned in the *Business Strategy* section on pages 2–3, determine where any necessary equipment and/or other supplies will be located and how these fit into the traffic flow.

Consider Minor Modifications That Yield Major Impact

- Assess the need for space modifications based on 'the new normal.'
 - This is not to suggest a comprehensive or expensive remodel, but rather a fresh look at your existing configuration to see if some modest rearrangement will facilitate a better traffic flow in an age of social distancing.

Staff

Keep Your Team Focused On Practice KPIs

- The key to both your recovery and all future practice growth is your team. Make regular staff meetings a priority, keeping the team laser focused on all aspects of the practice, including:
 - Key performance indicators (KPI) like those discussed in the 'Know Your Numbers' section on page 1.
 - If you previously implemented a **staff contest or other incentive program** based on achieving desired sales performance goals, review progress and stoke the fires of friendly competition.
 - If you haven't already created a staff incentive program around sales goals, now is a great time to do so. Most people love this kind of challenge, and the results can be dramatic.
 - Evolving community norms and patient feedback on everything from waiting procedures and social distancing to frame try-on and financial wherewithal for purchasing premium eyewear. Trends will vary based on geography and practice demographics so **regular pulse checks are important** to ensure that your practice adapts to the conditions.
 - Service expansion plans. Let the team know of services that you may be adding to the practice and **share with them your vision** for how these additional services will help the practice recover and thrive in a changing business environment. Give the team a preview of what the service additions may entail in terms of their time and involvement.
 - Progress toward practice recovery. As the business owner, you will need to determine the exact level of transparency you are comfortable providing. It's not necessary to share full financial details, of course, but team members will no doubt have a general idea of how the practice is doing, so having them **hear directly from you** on the matter is better than letting them draw their own conclusions.

Continue One-On-One Staff Check-Ins

- Continue to check in with team members on an individual basis to understand any changes to personal circumstances (e.g., summer childcare plans, school plans for the fall term) that may impact their work conditions, offering as much as flexibility as possible.

Re-Evaluate Daily Stand-Up Meetings

- While maintaining frequent and open lines of communication is always a good idea, you may notice a declining sense of urgency to the daily team discussions. Consider **refocusing your daily stand-up meetings** to align the entire team on the patients you have scheduled for the day or moving to a less frequent schedule, based upon the frequency with which you hold staff meetings and how much the practice is evolving on a day-to-day basis.



Patients

Create A Detailed 'Patient Touchpoints' Plan

- ☐ Assess your marketing strategy. Ensure a mindful approach by adopting a detailed plan for frequent patient touchpoints, or revisiting your current plan, to keep your patients updated on all of the following:
 - Current office hours, safety procedures and other COVID-related policies
 - Your latest promotions
 - New frame collections
 - Service expansions
 - Eye care education — tie your topics to national eye care observances, e.g., June is Cataract Awareness Month, July is UV Safety Month

Include Both Digital And Print Channels

- ☐ Keep in mind that your patients access information in many different ways so be sure your plan includes all of the following:
 - ☐ Search engine optimization (SEO)
 - ☐ Content marketing — ensuring that your website contains more than just basic practice information but is also rich in educational content on eye care topics
 - ☐ Online reputation management
 - ☐ Pay-per-click advertising
 - ☐ Social media — all platforms
 - ☐ Text messaging
 - ☐ E-mail marketing
 - ☐ Telephone outreach
 - ☐ Patient referral program
 - ☐ Traditional channels such as postcards and other formats should not be ruled out depending on how your patient base consumes information



Vendors

Take Your Practice To The Next Level

□ Take a deep dive into technology and service partners that can enhance your practice and increase your revenue streams. In the *'Business Strategy'* section on page 3, we outline three expansion/diversification **Practice Boosters** to support HEA members in leveling up their practices and optimizing their growth potential. The following provides further details on the strategic partners with which we are working to bring these revenue streams to our members:



- **AMD Practice Booster — Launching June**

1. **Maculogix** — As AMD has no cure, early detection and treatment is essential. The Maculogix dark adaptation device provides the earliest method of macular dysfunction detection and is a billable medical service. HEA members receive an exclusive discount on this device, in addition to enjoying no payments from now until the end of the year. Learn more at maculogix.com.
2. **Optos** — Widefield imaging, including devices with built-in OCT, provides significant opportunities for revenue generation and improved patient education. Learn more at optos.com.
3. **Optovue** — Optovue is the global leader in OCT technology, including the new AngioVue OCTA Imaging System. Learn more at optovue.com.
4. **MacuHealth** — Optimizing ocular nutrition is crucial for controlling AMD. MacuHealth and MacuHealth Plus+ supplements provide your patients the macular carotenoids needed to protect macular health. Learn more at macuhealth.com.
5. **HOYA Hi-Vision Blue Control** — From easing the strain of digital devices to preventing long-term macular damage, Hoya's Blue Control ensures more relaxed vision and better ocular health. Learn more at hoyavision.com.

- **Innovative Tech Practice Booster — Launching July**

1. **Neurolens** — Neurolens' proprietary contoured prism provides significant symptom relief for patients suffering from headaches, strain and discomfort from binocular vision disorders and trigeminal dysphoria. Learn more at neurolenses.com.

Vendors

2. **Cognivue** — Cognivue's FDA-approved test of cognitive function provides an easy way to differentiate your practice and draw more referrals from the medical community. Whether you use it to drive more optical sales (clear vision is a vital component of cognitive function) or to expand your holistic approach to eye care, Cognivue fits in any office. HEA members receive an exclusive discount from the monthly subscription fee (there is no device purchase; the equipment is provided purely on a subscription basis), and HEA is covering the cost of the first month. In addition, HEA is covering a one-hour session with one of Cognivue's business consultants to guarantee your success in implementation. Learn more at cognivue.com.



3. **EyecareLive** — Telehealth will continue to play a significant role in the post-COVID-19 recovery and the future of eye care. EyecareLive's platform is built by doctors, for doctors, and integrates with your EHR platform. Learn more at eyecarelive.com.

• Medical Software Practice Booster

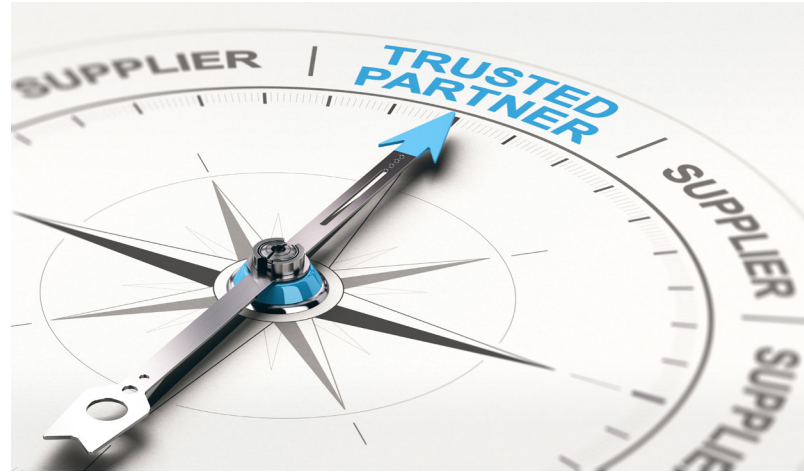
1. **Uprise** — EHR & Revenue Cycle Management (RCM): Now may be the perfect time to get rid of your outdated EHR platform and the bulky server that houses it. Uprise's doctor-built EHR makes charting easy, and the RCM platform means you get paid timely for the services you provide. Learn more at uprise.com.
2. **Abyde** — Abyde's cloud-based HIPAA solution means worrying less about HIPAA compliance and audits. Learn more at abyde.com.
3. **Anagram** — Now there's a streamlined way to provide services for patients enrolled in insurance plans for which you are not in-network. Anagram's solution makes calculating, billing and collecting on out-of-network vision and medical plans easy. Learn more at anagram.care.
4. **Optical Medical Solutions (OMS)** — Insurance Verification & Eligibility System (IVES): OMS is a full-service consulting company focused on growing medical revenue in optometric practices. The IVES provides a time-saving solution for verifying medical benefits, copays, deductibles and billable services for each patient. Visit optomedsol.com.

To learn more about these modules and the benefits for HEA members, call our **Solutions Specialists** at **800.959.2020, Option 3**.

Vendors

Evaluate And Streamline Purchasing

- ☐ Optimize your purchasing — make the most of your money and your time.
 - Review the vendors from which you buy and ensure you are receiving the greatest value.
 - As your business moves through the recovery phase and on to a growth cycle, how you invest your time will be just as important as how you spend your money.
 - Consolidate as many vendors as possible under your HEA membership to make statement reconciliation less time consuming and ensure you're getting the best discounts on your goods.
 - If you have not yet had your [Annual HEA Business Review](#), schedule one today by calling our [Solutions Specialist Team](#) at [800.959.2020, Option 3](#).



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.

Coming Soon

The reopening and recovery process is likely to take significant time. There will be ups and downs, challenges and successes. New waves of outbreaks may cause ebbs and flows in cash flow. While this is the last installment of the *Recovery Reboot* series, we will be keeping the spirit of recovery alive through **virtual meetings where HEA members can share their recovery experiences and share ideas with colleagues**. Keep an eye on your email for more details about the opportunity to engage with our community of members, to celebrate your practice's success, support your practice's challenges, and learn from each other!

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
Social distancing floor graphics
- Charmant Group | 800.645.2121 | charmant-usa.com
Face shields
- Classique Eyewear | 866.604.5700 | 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.
- Dynamic Labs | 888.339.6264 | 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. Packages available for large or small businesses. [Visit PPE Site.](#)
- Hilco Vision | 800.955.6544 | 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, infrared digital thermometer, UV frame sanitizer, single-use disposable masks, antibacterial reusable masks with filter
- Luxottica Group | 800.422.2020 | 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 or contact your sales rep.
- Match Eyewear | 877.886.2824 | matcheyewear.com
Protective glasses and face shields. Order form available.
- Modo | 800.223.7610 | 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.
- Ocusoft | 800.233.5469 | 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
Custom stock health and hygiene signage solutions packages (also available a-la-carte), sneeze guards
- OptiSource International | 800.678.4768 | 1-800-optisource.com
3-ply masks, face shields w/foam headband, pupilometer, slit lamp, PD meter breath shields, safety goggles, reusable masks, fog-free lens cleaner
- Opti-Pak | 866.928.0407 | opti-pak.com
KN95 masks priced at \$2.50 each. Email: wecare@opti-pak.com

Vendors

HEA Partner Vendor PPE Resources

- **Provista** | 888.538.4662 | 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.
- **Safilo Group** | 800.631.1188 | 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, 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
Disinfecting wipes and other disinfecting products
- **Stormin' Norman's Optical Supplies** | 800.288.4512 | storminnormans.com
No-touch thermometers, hand sanitizer, hand sanitizer with alcohol and aloe, face shields, gloves, masks, disposable medical gowns (same as used in Joe DiMaggio hospital), cleaning supplies
- **Studio Optyx** | 800.509.9452 | studiooptyx.com | ppesupplyhouse.com
KN95 and N95 masks, face shields with foam liner around head, 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
KN95 mask, face masks, infrared thermometer, face shields, shoe cover dispenser, anti-fog goggle, protective glasses, liquid hand sanitizer, liquid hand sanitizer dispenser. E-mail: ppe@usophthalmic.com.
- **Wiley X** | 800.776.7842 | 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. As of May 22nd, Wiley X is giving away 20K face shields to active Wiley X ECP dealers while supplies last. ECP pays \$9 shipping. Log onto dealer.wileyx.com. Comes in a 10-pack.

Reopeneyecare.com

Leverage Other Reopening Resources As Needed

HEA is proud to be a founding member of [Reopeneyecare.com](https://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.



Infinite Power For
Independent Practices