

10 Steps to Start an Ortho-k Program in Your Practice

by Tara O'Grady



1. Get certified and **open an account** with GP Specialists.
2. Become familiar with shipping/return/exchange **policies**.
3. Decide your **policies and price** for the program.
4. Design a **patient contract** - **make it readily available**.
5. Set up a specific time to discuss the ortho-k technology and treatment with staff - **educate them on myopia AND the impact it could have both on their vision AND QOL. What you are doing and the eyecare team is doing, MAY CHANGE A CHILD'S QOL!**
6. Become experts on the training and handling, cleaning and care of RGP lenses - **staff too!**
7. Assign duties to staff and associate doctors. **Create your workflow**.
8. Incorporate marketing tools and **patient education information** - posters/ brochures/studies.

GP Specialists has excellent resources that have been tested with BOTH mom's and ECP's. The research showed that **91%** of moms with nearsighted children were likely or extremely likely to **pick up the brochure** and **84%** were likely or extremely likely to **ask about nearsighted options for their child**.
9. Get comfortable with the dialogue you have with the parents- stress this isn't just about correcting vision! Start asking patients and conducting consultations!
10. Develop a way to keep in touch with your patients to prevent loss to follow up. Have someone on staff do "check in" with all newly fitted patients.



Get started with ortho-k!



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