



TOP TIPS for Building Your Myopia Management Practice



Alice Cusner, OD

1. Consider every single person who is sitting in your chair...Would this person benefit from ortho-k? Ask yourself each and every time you see a patient. Adults love it because they no longer have to deal with daytime contact lenses or glasses.
2. Develop a rapport with the patient and the parent... Speak directly to the child, give full attention, be eager to answer questions and concerns. Give them a "gift" just for listening to the speech, before they're sold on the idea. I give them a clear plastic envelope that is about 12"x9" and I put in my letter of introduction plus an iSee brochure, one of my business cards, and a pair of non-Rx kid-size sunglasses which cost about \$1.50.
3. Get care credit. For some families this is a great selling point. They pay no interest if they pay it off in 6 months or less, and I get the money (less a small service fee) right away.
4. Don't judge people's financial situation by their address or their appearance. Don't be afraid to ask for money. And, don't make excuses for the high price of myopia management.
5. Deliver more than you promise, always. Thank the patient and the family for taking the journey with the Dr. to help the child to have a better future vision-wise. Thank them for taking a big leap of faith, because on first glance, many people are skeptical of kids wearing contacts, especially at night, and especially if they're gas perm.



Matthew Martin, OD,
FIAOMC

1. Myopia control should be presented as a program that includes elements like ortho-k, atropine and other treatment options. It is NOT a contact lens fitting and atropine is not a "drop" kids use.
2. Educate the entire practice and make sure everyone is knowledgeable. From reception to technicians and everyone in between.
3. Incentivize your staff to make myopia control a priority in your office
4. Start using the right vernacular like "retainers" or "molds" or "devices." Never use the words 'contacts for ortho-k.'
5. Start having the staff say the following during patient preparation, "Do you wear glasses, contact, or Ortho-K/GVSS (Gentle Vision Shaping System)?"



Sukhdev Gill, OD,
FIAOMC

1. Decide why you are doing myopia management. Is it for disease prevention, lifestyle management or financial control of your practice?
2. Educate yourself on more than one single method of myopia management ie. atropine, soft lenses, and ortho-k.
3. Learn a single ortho-k lens in great depth before learning multiple designs. Partnering with a lab that can educate you on their design and help you troubleshoot.
4. Educate your staff on why the practice is pursuing this avenue and what myopia management actually is.
5. Create a process in office to make sure these patients are not lost amongst the daily flow of exams.



Visit us at orthokportfolio.com



GP Specialists
Reshaping the way the world sees