


OCT and OCT Angiography Wellness

Why and How to Implement Early Detection into Your Practice

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Optometric Education Consultants
August 29, 20/20




Disclosure Statement (next slide)

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Disclosures- Greg Caldwell, OD, FAAO

- Will mention many products, instruments and companies during our discussion
- I don't have any financial interest in any of these products, instruments or companies
- Pennsylvania Optometric Association –President 2010
 - POA Board of Directors 2006-2011
- American Optometric Association, Trustee 2013-2016
- I never used or will use my volunteer positions to further my lecturing career
- Lectured for: Aerie, Alcon, Allergan, BioTissue, OptoVue
- Advisory Board: Allergan, Maculogix, Sight Sciences, Sun, Takeda
- Envolve: PA Medical Director, Credential Committee
- Optometric Education Consultants- Scottsdale, St. Paul, Quebec City, Nashville, and Orlando/Disney OCT Users meeting; Owner



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Resource: OCT Community for OCT and OCTA



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Book Resources






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How Many People Here Have an OCT?

OCT, Wellness, Angiography

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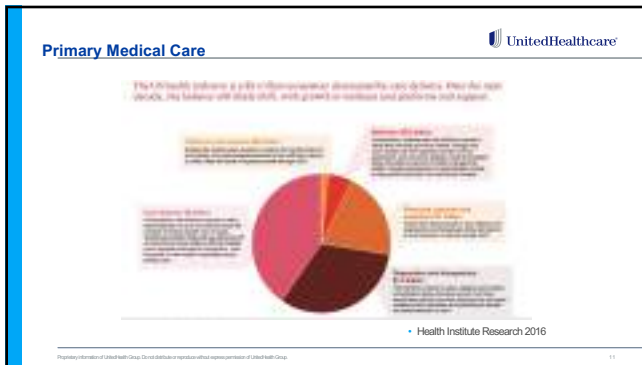
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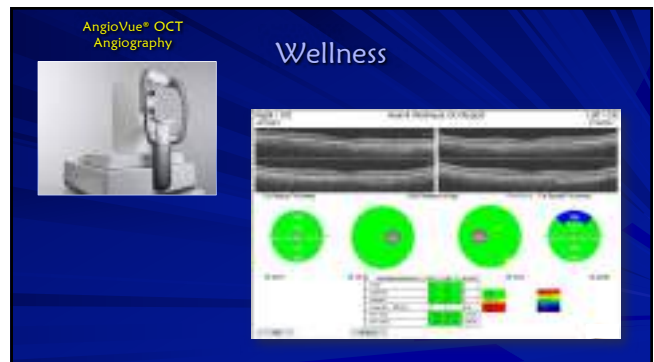
My/Our Wellness Program
Our Transition

- Optos for over 15 years
- OCT Wellness for 5 years
 - ★ Retina and GCC
 - ★ Retina, GCC, angiography

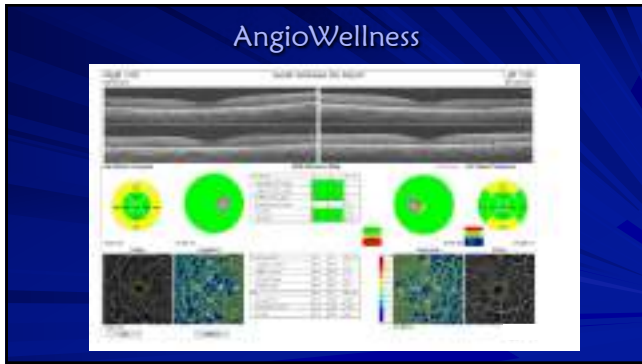
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Comments

- ~Where is Duncansville, PA?
- ~Annual income for Duncansville, PA
 - * \$42,500
- ~OCT Angiography and Widefield Imaging
 - * Enhances patient care
 - * Elevates the practice
 - Patient point of view
 - Medical community
 - * Additional benefits to the office
 - Cash flow
 - Stability

[Need More Detail?](#) [Download Google Earth File](#)

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Optometry's Instrument 2018 with 2.8 Full Time Equivalent

<p>Wellness</p> <ul style="list-style-type: none"> ~ 2355 scans ~ Optos/Optovue Wellness <ul style="list-style-type: none"> * 1315, \$50, \$65,750 ~ Optos/Optovue Wellness and Retina OCT-A <ul style="list-style-type: none"> * 984, \$70, \$68,880 ~ OCT-A <ul style="list-style-type: none"> * 37, \$35, \$1,295 ~ OCT-Wellness <ul style="list-style-type: none"> * 19, \$35, \$665 <p>~\$136,590 * \$48,782</p>	<p>Medical OCTs</p> <ul style="list-style-type: none"> ~ 765 scans ~ Glaucoma <ul style="list-style-type: none"> * 92133, 406 * Approx \$37, \$15,022 ~ Retina <ul style="list-style-type: none"> * 92134, 356 * Approx \$40, \$14,240 ~ Anterior Segment <ul style="list-style-type: none"> * 92132, 3rd * Approx \$31, \$93 <p>~\$29,355 * \$10,484</p>
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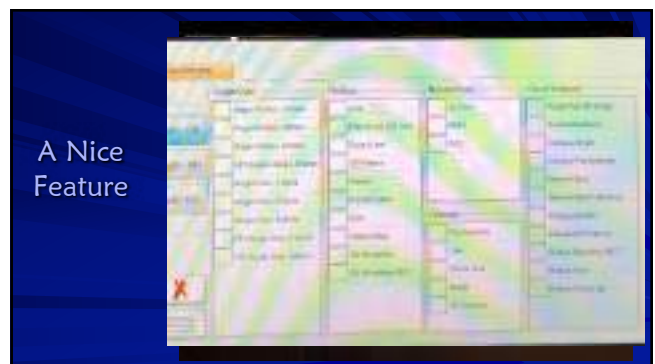
\$165,945
* \$59,266

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A Look at Wellness

<p>~Total wellness OCTs for 2018</p> <ul style="list-style-type: none"> * 2355 * 197 per month <p>~January 1, 2019 thru December 31, 2019</p> <ul style="list-style-type: none"> * 2765 wellness OCTs * 231 per month <p>~Wellness for 2020 thru August 25, 2020</p> <ul style="list-style-type: none"> * 1512 * June 371 * July 239 	<p>~OCT Angiography</p> <ul style="list-style-type: none"> * Enhances patient care * Elevates the practice <ul style="list-style-type: none"> □ Patient point of view □ Medical community * Additional benefits to the office <ul style="list-style-type: none"> □ Cash flow □ Stability
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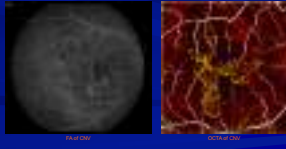
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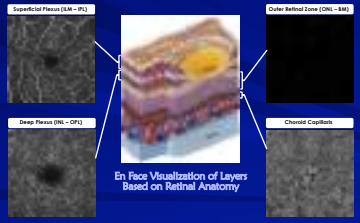
OCT Angiography A New Approach to Protecting Vision

- ▶ Non-invasive visualization of individual layers of retinal vasculature
- ▶ Pathology not obscured by fluorescein staining or pooling
- ▶ Image acquisition requires less time than a dye-based procedure
- ▶ Reduced patient burden allows more frequent imaging to better follow disease progression and treatment response



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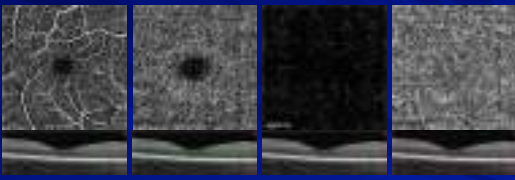
Enface OCT-A Slabs Based on Retinal Anatomy



En Face Visualization of Layers Based on Retinal Anatomy

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Normal Retinal Vasculature



Superficial Capillary Plexus
3µm Below ILM → 15 µm Below PL

Deep Capillary Plexus
15µm Below ILM → 70 µm Below PL

Outer Retina
70µm Below PL → 30 µm Below RPE Reference

Chorocapillaris
30 µm Below RPE Reference → 60 µm Below RPE Reference

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Identify Early Vascular Changes in Diabetic Eyes

Patients with DM have a larger FAZ than healthy eyes!



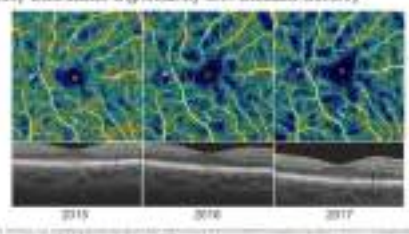
Diabetic Eye
FAZ Area: 8.443mm²

Normal Eye
FAZ Area: 5.113mm²

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Assess Disease Progression with Multiscan View

Vessel Density Decreases Significantly with Disease Severity*

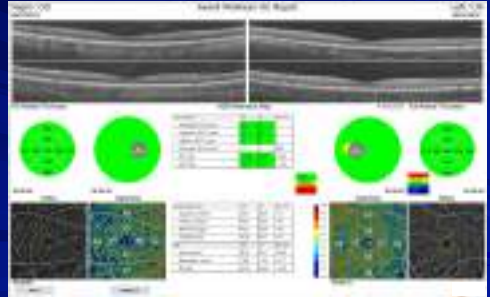


2015 2016 2017

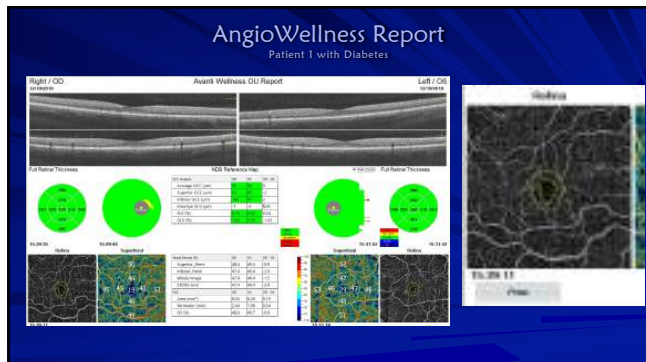
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AngioWellness Report

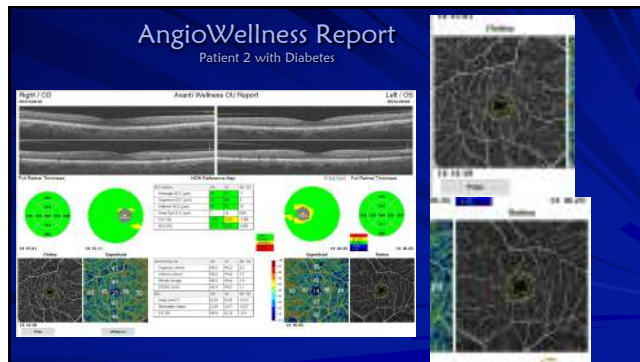
Comprehensive Eye Exam - Healthy



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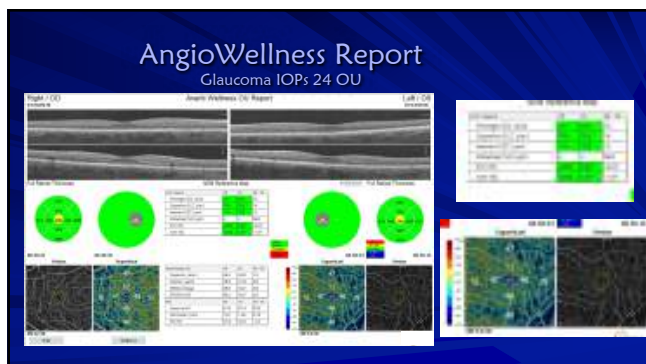
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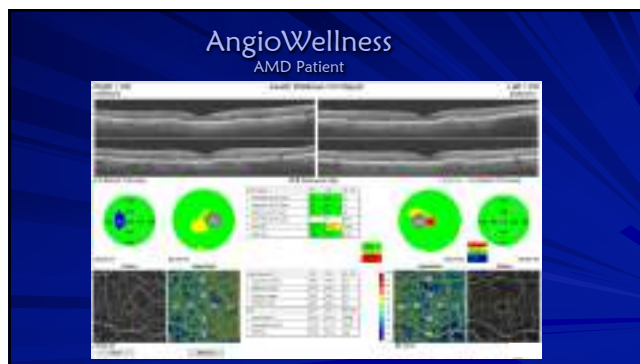
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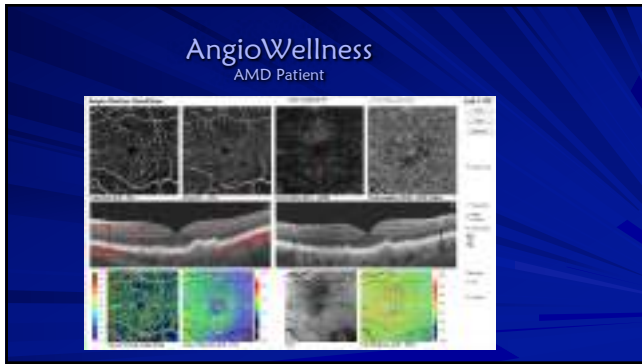
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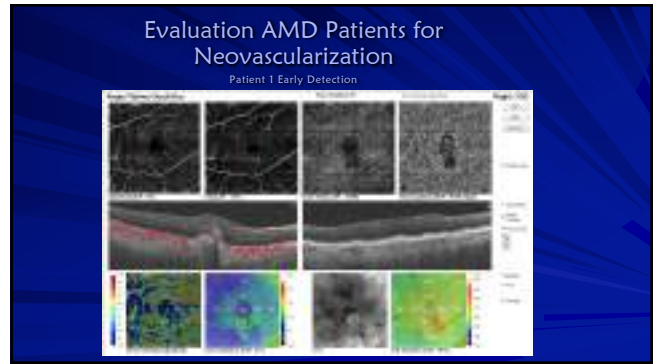
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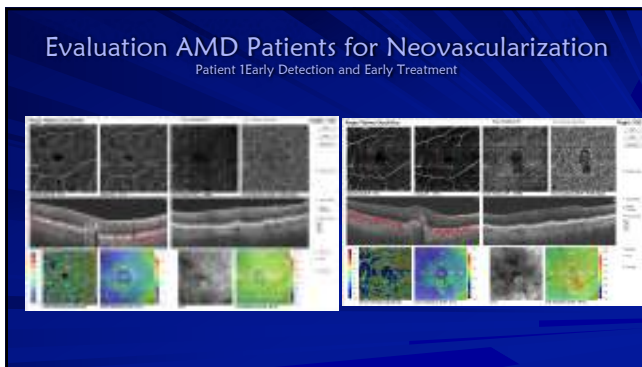
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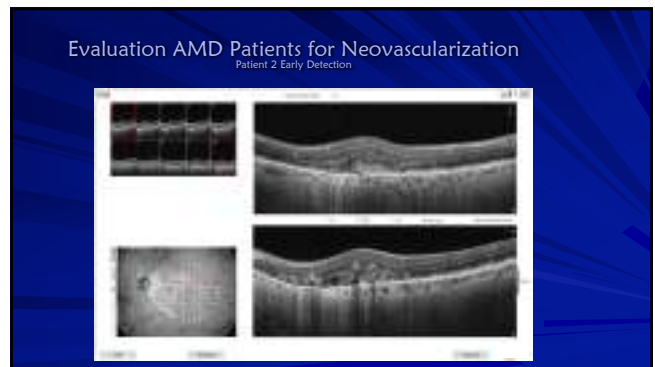
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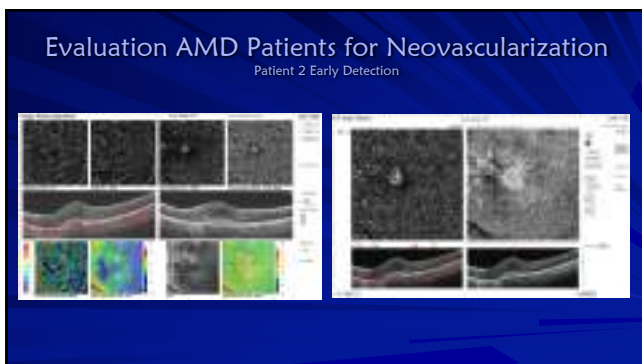
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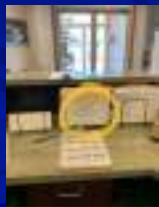
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Steps and Tools of How Our Office Offers the Wellness

- ~ Every patient coming in for a comprehensive eye exam is offered the Wellness package
- ~ It all starts at the front desk at check in
- ~ Everyone knows the script



A photograph of a front desk area with a computer monitor, a printer, and a yellow circular sign on the desk.

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Our Patient Script

"The doctor **WANTS** you to have the Optomap and OCT photo's done today. When combined these photo's capture the surface and layers of the retina which gives the doctor a complete image. During your exam the doctor will review these photos with you. Carefully read over this form, check what you would like to have done today, and sign / date the bottom"

Tips:

- ~ Only answer questions about cost if asked
- ~ Don't say: "You do not have to fill this out if you don't want any of the photos"

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Wellness Images and OCT-A Information

Wellness has moved to Early Detection

Vision threatening diseases such as glaucoma, macular degeneration, diabetic retinopathy, or changes from high blood pressure or cholesterol often have no outward signs or symptoms, so we practice a using state-of-the-art technology to assess the health of your eyes. Our doctors can detect vision threatening and systemic diseases in their very early stages, when they are most treatable.

Optomap & Wellness OCT: Our wellness images include both the Wellness OCT retinal scan and Optomap. The Wellness OCT allows the doctor to view the layers of the retina below the surface image captured by the Optomap. **The doctor wants you to have these tests as part of your annual well being. The cost is only \$20.**

Optimal Wellness OCT & OCT-A: If you are suffering from diabetes, high blood pressure, high cholesterol, rheumatological disease, have a family history or diagnosis of age-related macular degeneration. **The doctor wants you to have these tests as part of your annual well being. In this bundled package, the OCT-A only costs an additional \$20, for a total of \$20.**

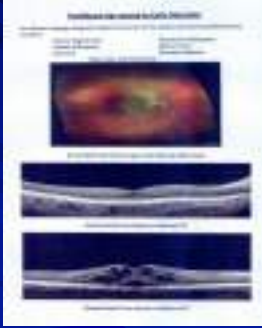
Yes, I accept the fee and would like to have:

Optomap & Wellness OCT (routine annual exam)

Optimal, Wellness OCT, & OCT-A (annual exam for patients with diabetes, high blood pressure, cholesterol, rheumatological disease, family history or diagnosis of age-related macular degeneration)

Signature _____ Date _____

Our Forms Given to Patient



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Benefits: That Our Staff Uses

- ~ Complete image behind the eye; larger view than with the slit lamp
- ~ Quick; takes minutes at most
- ~ Patient friendly, non-invasive, no pain or drops to acquire images
- ~ Becomes a part of the medial record that will be compared to past images for any change and / or start a baseline for future photos
 - * "Just like a driver's license photo, you change over time without realizing it"
- ~ Do not have to have age related disease for these photo's to be done / beneficial
- ~ There are not always signs or symptoms of problems; asymptomatic

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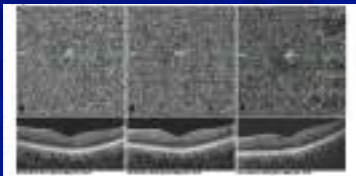
Program Recap of OCT Angiography

- ~ Expand patient care and practice revenue with OCT Angiography
- ~ Value of early detection of abnormal retinal vessels in comprehensive eye exams
 - * Patients with diabetes
 - * Glaucoma or ocular hypertensive patients
 - * Macular degeneration
- ~ How to educate staff and patients on OCT Angiography
- ~ Using vascular imaging in the diagnosis, treatment, and management on ocular disease

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Final Thoughts

- ~ I can't say it enough
- ~ OCT Angiography and Wellness
 - * Enhances patient care
 - * Elevates the practice
 - Patient point of view
 - Medical community
 - * Additional benefits to the office
 - Cash flow
 - Stability



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Billing an OCT Angiography

- ~ Wellness
- ~ No CPT Code

- ~ Medical
- ~ No CPT Code

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 - * 231 per month
- ~ Wellness for 2020 thru August 25, 2020
 - * 1512
 - * June 371
 - * July 239
- ~ OCT Angiography
 - * Enhances patient care
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Resource: OCT Community for OCT and OCT-A

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Book Resources

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Thank-You and Hope You Enjoyed

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