

MAKE YOUR FLACS MINDSET A REFRACTIVE MINDSET: PEARLS FOR SUCCESSFUL LENSAR® LASER ADOPTION

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Dr. Mitchell Jackson

Drs. Mitchell Jackson and Gregory Parkhurst are both successful LENSAR® Laser surgeons whose success started on Day 1. For Dr. Jackson, educating patients based on lifestyle, not technology, has been his secret sauce for treating 72%-86% of cases with the laser. For Dr. Parkhurst, instilling a refractive mindset throughout his practice has made it possible for him to help the vast majority of his patients cure their cataracts and correct their vision to see without glasses at the same time.



Dr. Gregory Parkhurst

PEARL #1: EMBRACE A REFRACTIVE MINDSET

Refractive surgeons believe that EVERYONE should have quality vision without dependency on glasses, not just a lucky or affluent few. With this mindset, laser cataract surgery can be a prime opportunity to give all patients their best possible vision.

- Glasses and contacts are unnecessarily limiting and more expensive over time compared to laser vision correction, yet they are prescribed down to 0.25 D

- If it is important enough to include small amounts of cylinder correction in glasses and LASIK eye surgery, why not treat with at least that same level of precision during cataract surgery? This is a decision that will affect the quality of vision patients have every waking minute for the rest of their lives

PEARL #2: EMPOWER YOUR PRACTICE WITH A REFRACTIVE MINDSET

Having a refractive mindset starts at the top with surgeons and practice leadership and needs to permeate the entire practice in order for it to be maximally successful. This means everyone must see the truth of the matter, which is that laser refractive cataract surgery provides more precision and better quality of vision for an active lifestyle than glasses, and it is safer in many ways compared to wearing contacts for this demographic.

- Go all in on the refractive mindset
- Consider the vision quality of stacking a progressive lens on top of 3.0 D of astigmatic correction in glasses compared to a toric IOL placed with laser guidance including presbyopia correction. Laser refractive cataract surgery wins that quality of vision contest, hands down

PEARL #3: TALK TO PATIENTS IN TERMS OF LIFESTYLE

Instead of educating your patients about IOL and laser technologies or about treating astigmatism and presbyopia, talk to your patients in terms they can more easily understand and relate to. Build your packages based on the lifestyle patients can expect after cataract surgery.



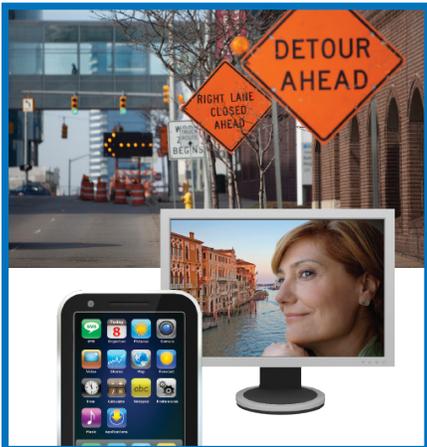
Basic option: Cataract removal, but patients will still be required to wear glasses full time for all vision tasks (distance/intermediate/near), even if the laser add-on is selected



Legal to drive option: A premium IOL (eg, Light Adjustable Lens®, monofocal toric IOL) + laser

PEARL #3: TALK TO PATIENTS IN TERMS OF LIFESTYLE (continued)

Forever young option: Presbyopia IOL + laser



- In this model, YOU choose which lens is best to achieve the patient's vision goals; there is no need to get into further specifics with patients about IOLs
- The LENSAR Laser option should be recommended to all patients who have astigmatism, even those who do not choose a premium IOL
 - Use simple terms to explain the benefits of the laser:
 - "The laser is like giving a pilot the automation of GPS instead of having to use a manual compass"
 - "The laser softens the cataract like jello, so there is less trauma in the eye when the cataract is removed"
 - When you recommend the laser in this way, most patients will choose it—**As their surgeon, your patients want you to make a recommendation**

PEARL #4: TEACH YOUR OD NETWORK TO SPEAK YOUR LANGUAGE

Educate your referring ODs so they can use the same language as you do when talking to patients about their cataract surgery options. This allows ODs to match patients to cataract packages before they ever step foot in your practice, saving you valuable chair-time and resources.

- ODs are excited to participate in the co-management of refractive surgery because it requires their sophisticated pre- and post-op refractive services

- ODs want the best outcomes for their patients just as much as you do
- ODs see how excited their patients are and how well they see after LENSAR Laser surgery that helps build their confidence in recommending the technology to patients

PEARL #5: REMEMBER THAT PATIENTS ARE THE BOSS, NOT INSURANCE

Your job is to make a recommendation and help patients accomplish the quality of vision and lifestyle goal they want after cataract surgery. Don't wait until patients are at some arbitrary reduction in visual acuity (eg, 20/40) to begin explaining the benefits of a refractive cataract procedure. Insurance is just a tool and shouldn't be the primary deciding factor for if and when patients decide they want their vision corrected.

- If patients are preconditioned for years that insurance will someday pay for their cataract surgery, if they just wait until

they are "eligible," it will be an uphill climb to get patients to understand why they are being asked to pay the add-on for the refractive result they want

- Don't set yourself up to hear this from your patients:
"You told me to wait until my insurance would cover my cataract surgery, and now you want me to pay out of pocket for the laser treatment and lens I need? What on earth have I been waiting for?"

PEARL #6: PUT IN THE TIME NEEDED FOR SUCCESSFUL LASER ADOPTION

Successful LENSAR Laser adoption adds revenue without adding chair time, so be ready and willing to put in the time at the beginning so your patients can continue to reap the rewards.

- Adds no extra time to your practice workflow

- Saves time in the eye for the little extra time during the femto
- Allows you to be profitable for the extra work you are doing to achieve the best quality vision for your patients