

Dry Eyes

February 2012

How do you "Make a Patient for Life?"
Brought to you by Dr. Brendel, Yuba City:



"One aspect to our patient care we've emphasized with positive results is that we always refer back to the patient history information during our case presentation. For example, if the patient has indicated their symptoms to be blur at near, dry eye, floaters, and headache, I'm always going to address each of those issues at the completion of the exam.

This might seem obvious, but so often us eye docs get more involved with wanting to tell the patient what we've found in the course of our exam, but can forget to address the very issues which brought the patient in to our office in the first place. Furthermore, in so doing, some doctors might use technical terms like "epilate, refraction, or cataract" when presenting their case, as if the patient somehow needs to know how smart we are. Unless absolutely necessary, I rarely use those words.

Finally, every visit finishes with direct eye contact and the phrase: "Do you have any questions about your eyes or vision I haven't explained?" followed by a pause long enough for the patient to consider if in fact they still might. This may seem like a small and insignificant act, but believe me, to our patients, it speaks volumes." **THANK YOU DR. BRENDEL!**

Don't forget to send us your tips, stories, and suggestions for "Make a Patient for Life!" You could be featured in the next newsletter!

Inspirational Quote of the Month

A good deed is never lost: he who sows courtesy reaps friendship; and he who plants kindness gathers love.

- Basil



FIRSTSIGHT NEW NEWS

- ✓ Check out Dr. Giardina & Dr. Shan's "Keep an Eye Toward Safety" article in the December 2011 Issue of Optometric Management! Or, you can read it on the FirstSight website along with the new FirstSight Spotlight of Dr. Phamle!
- ✓ Welcome Dr. Richard Gray to the Victorville Walmart!
- ✓ Congratulations to Dr. Giardina and the Santa Maria office for scanning all their old records!
- ✓ During Period 2, FirstSight will hold another Contact Lens Contest for all NVI locations. The winner gets to choose between Disneyland Tickets or an Apple Gift Card. Good luck!



CHECK OUT DR. PHAMLE'S INTERVIEW ON OUR WEBSITE!

Robb's Tech Corner

A round-up of the latest technology that can help YOU and your patients, brought to you by Robb Patton!

Product:

Captain Lazy Eye App
for iPad Users



Overview:

This app was developed by IdeaBus Inc. in partnership with Ophthalmologist Dr. Sharon Chuang as a vision correctional tool for children with Amblyopia between the ages of 3 and 8. The fun pirate themed game has children "patch their eyes like pirates and conduct necessary occlusion exercises" (VisionMonday) that can be tracked by parents and eye care professionals.

The following exercises are included in the software: Rotating Grating, Color-Light Training, Eyeball Muscle Exercise, Hidden Object Recognition, Color Sensitivity Training, and Eye-Hand Coordination (iTunes Store).

This is a fun, engaging method to encourage children to participate in the necessary training to correct their Amblyopia.



Dr. Donald Leake, San Diego

By taking the time to spend a few extra minutes engaging a patient, Dr. Leake learned that his patient worked as a manager for the San Diego American Airlines operations which employs about 150 people! Dr. Leake provided his patient with one of the FirstSight PR Kits so he could distribute the information to his employees.

Great Job Dr. Leake!

If you need advice on marketing, Dr. Leake would be more than happy to share his tips.

You can reach him at (858) 974-9820.

If you would like to distribute PR Kits, contact Ashley Armstrong (Ext. 2055).

Riddle me this

What is once in a minute, twice in a moment, and never in a thousand years?

What am I?

The first 5 correct answers will win a prize! Respond to ashley.armstrong@firstsightvision.net

Answer to Last Month's Riddle: Fear

February Dry Eyes						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
AMD/Low Vision Awareness Month (Prevent Blindness America) Facility Reviews Started Annual Evaluations Started P2 Contact Lens Contest (Check your email for details)			1 NVI In-Touch Update (877) 694-6788 Pin #684	2	3	4
5	6	7	8 NVI In-Touch Update (877) 694-6788 Pin #684	9	10	11 Rent Due Sam's Club Health Event - Heart Health
12	13 Timecards Due by 8am	14 Valentine's Day 	15 NVI In-Touch Update (877) 694-6788 Pin #684	16	17	18 Glaucoma Case Mgmt. CE (Visit www.coavision.org for more information)
19 Glaucoma Case Mgmt. CE (Visit www.coavision.org for more information)	20 President's Day Glaucoma Case Mgmt. CE (Visit www.coavision.org for more information) 	21	22 NVI In-Touch Update (877) 694-6788 Pin #684	23	24	25
26	27 Timecards Due by 8am	28 Studt Practicum CE (Visit www.scco.edu for more information)	29 Leap Day SECO 2012 - Atlanta NVI In-Touch Update (877) 694-6788 Pin #684			

Red – Next to NVI; **Blue** – Next to WMO; **Black** – Everyone; **Green** - CE