



Surrey doctor stands by mission to strengthen long-term security of her practice while providing world-class eye care



Michelle Mann, OD, MPH
Mishe Optometry



Location

Surrey,
British Columbia
CA



Device

Monaco



Doctors in Practice

One

When Michelle Mann, OD, MPH, was an optometry student in the United States, she had access to a wide range of imaging modalities and platforms, which gave her the opportunity to test drive various technologies. That experience came in handy when Dr. Mann set out on her own.

“The space I ultimately found for my solo practice was small—approximately 1,100 square feet, a decent portion of which is dedicated to a showroom and dispensary,” Dr. Mann explains. “Space was at a premium, so I needed to purchase a multimodal retinal imaging platform with a small physical footprint with a big technological punch.”

Space and technology weren't the only issues on Dr. Mann's mind. “I wanted a platform that could underpin my mission to offer excellent care and to build a reputation as a world-class eye care provider who embraced cutting-edge innovations,” she says. “By investing in such technology and earning the reputation of a standout optometrist, I knew I could strengthen the long-term financial security of my practice.”

When it came time to invest in a multimodal imaging platform that occupied limited space, would elevate Dr. Mann's standard of care, and would serve as a financial asset, one platform from Dr. Mann's training stood out: the Monaco from Optos.

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When putting patients first, one platform stood out

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"A multimodal platform that contains ultra-widefield (UWF™) imaging, SD-OCT technology, confocal laser scanning, and fundus autofluorescence prevents what I call machine fatigue," she says. "Patients don't need to hop from one platform to another when all of the imaging modalities I use are in a single device. This makes my patient visits more efficient—which leads to happier patients who return for follow-up."

Single-capture UWF on *Monaco* produces a 200° image, allowing providers to detect pathology in the periphery with a single snapshot. Dr. Mann leverages this technology even during routine clinical exams—often with important outcomes.

"During the earliest years of my solo practice, one of my patients came in for his regular appointment," she recounts. "He was mostly interested in an updated contact lens prescription. Using the *Monaco*, I performed a thorough exam and detected retinal holes in his periphery." By catching peripheral technology early, Dr. Mann was able to refer this patient for retinal care before symptoms presented, and she continued to provide optometric care for the patient after his retinal holes resolved.

"The patient was so grateful that his primary eye care provider detected his condition," she says. "After that, he brought his entire family to my practice and began referring friends. Without the *Monaco*, capturing patients in the earliest years of solo practice would have been a bigger challenge."

Dr. Mann prides herself on educating patients about their ocular health. The **optomap**®, which is the high-definition digital depiction of the retina produced by Optos devices, is a useful tool for this mission. For patients who want a record of their **optomap**, Dr. Mann simply emails them the image. If a referral is warranted, Dr. Mann digitally forwards non-PHI imaging reports to referring providers.

"I show any patient their **optomap** if they want to learn more about their exam findings," Dr. Mann says. "For patients with pathology, I can point to specific areas of concern, thereby arming them with facts that will propel follow-up. If a patient's anatomy is healthy, the **optomap** serves as a complete snapshot of retinal health, which is useful for longitudinal tracking."

And that's the bottom line

The benefits to the *Monaco* have led to strong financials for Dr. Mann's budding practice. Highly efficient visits allow her to schedule more patients in a given day, which leads to improved revenue capture via reimbursement and increased dispensary sales. Happier patients lead to returning appointments and word-of-mouth referrals, thereby creating a diverse and reliable patient base.

Still, Dr. Mann emphasizes that newly realized revenue is a downstream consequence of a diligent, reliable, and customer-focused practice.

"Patients can tell if you keep them at the forefront of your practice decisions," Dr. Mann says. "Investing in equipment such as the *Monaco* signals to patients they are at the center of your practice, and that you care about providing a thorough, cutting-edge examination."



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