

Positive patient experiences with **optomap**[®] lead to higher acceptance rates and patient referrals.



Location: Orange, NSW
Device: Daytona *plus*
Consulting rooms: Four
Optometrists: Five

Hansen Optometrists in New South Wales is the oldest, continuously operated Optometry practice in Australia. It is also one of the largest practices in the country with five Optometrists, 14 support staff and locations in both Orange and Parkes.

The secret to the longevity of the business, according to Mr. Nick Hansen, is the result of providing optimal patient care which includes the critical element of employing the most advanced technology. “We’ve been in business for 133 years and have always had the policy of providing the best care and utilising cutting edge technology. You don’t survive in practice for that long if you don’t adapt and change with the times,” says Nick.

Choosing **optomap**

In their determination to continue to provide leading edge services,

the practice was in the process of considering options to upgrade their technology when Nick encountered **optomap** ultra-widefield (UWF[™]) retinal imaging at a national conference. At the time Nick’s practice was utilising a digital camera which only captured 20° of the posterior pole. **optomap** retinal imaging is the only true UWF technology and can image up to 200° of the retina in a single capture.

Patient satisfaction

Nick notes that in the year that they have been utilising the technology, it has impressed patients and

differentiated the practice from the competitors in the region. “The Optos device creates a big wow factor with our patients. They are amazed when they see a comparison of the 20° field of view that we could obtain of their eyes previously, and the 200° view of **optomap**.” It is really quite impressive to realise how much farther out we are seeing now even through an undilated eye.” He points out that because of these positive patient experiences with **optomap**, acceptance rates for the exam and word of mouth referrals have increased producing more revenue.

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Clinical improvements

It is the clinical aspect of **optomap** that has convinced Nick of its permanent value in his practice. “Some of what we are detecting now is mind-boggling, especially since we have been seeing many of these patients for some time and we are now picking up peripheral pathology, such as choroidal naevus or diabetic signs, that we hadn’t been able to see before,” Nick remarks, adding that the dynamic capabilities of **optomap** have increased detection of a myriad of pathologies from tumours to retinal tears. “With **optomap**, assessing a patient for a retinal detachment, as opposed to a posterior vitreous detachment, is quite a bit easier and that is significant.”

Lifesaving technology

Recently a young mother in her early 30’s came to the practice for a routine eye exam. She presented as healthy and completely asymptomatic but the **optomap** exam revealed a retinal melanoma in the far periphery. Detecting the melanoma earlier in its manifestation allowed her to

receive critical treatment sooner. “This early discovery with **optomap** was life-saving for her.” Nick adds, “I’ve been in practice for 43 years and you only have to pick up one pathology like that in your career and it can be life-changing and quite powerful.” He pointed out that such cases are one of the primary reasons he would not practice without the UWF technology. “I would even say that the scope of the **optomap** image is better than 9 out of 10 dilated exams. I believe it would be wise to bring it into any practice sooner rather than later. If you don’t have the ability to perform an UWF retinal scan and something goes undetected, then you may be in a legally liable situation.”

Ease of use

Nick adds that the device was easy for his technicians to learn to use and that they are competent in obtaining the images in a fraction of the time it would take to examine the retina and capture a digital image using traditional methods, outdated fundus cameras or even newer montage devices. He notes that

while employing the technology does streamline the exam flow it also allows him to take additional time with his patients explaining what has been revealed about their ocular and systemic health.

Final thoughts

“I recommend that anyone considering a purchase should not be dissuaded by the cost. We charge a fee that our patients typically accept so that we are easily covering the lease payment, as well as generating revenue.” He concludes. “I believe this is going to be the gold standard of care quite soon, so I strongly recommend **optomap** to my colleagues for the significant benefit it provides to your patients and to your practice.”



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