

“I truly can’t imagine practicing without *Daytona*. I believe that it has been a factor in the faster-than-anticipated growth the practice has seen in its first three years. Patients think of us as a more technologically advanced practice. Patients value the technology.”

Kristin O’Brien, OD



Practice Information

- Vision Source GVR – Denver, CO
- Three doctor, private practice

Reason for Purchase

- Clinical decision making
- Patient education
- **optomap** image quality
- Revenue generation

While still a student at Michigan College of Optometry, Kristin O’Brien, OD, already had a job lined up with a practice under construction and owned by two Vision Source® practitioners, Mark Wahlmeier, OD, and Seth Thibault, OD. Since this would be a Vision Source practice from the start, they took her to The Exchange® that year to learn about the Vision Source philosophy and also to help make some decisions about equipping the office. “We stopped at the Optos booth,” she recalls, and everyone agreed that the **Daytona** would be the first essential piece of equipment.

Two years later, the importance of **optomap** imaging has been unchanged. “In my few short years, I’ve seen a number of things on **optomap** including horseshoe retinal tears, retinal detachments and a suspicious choroidal nevus that fortunately wasn’t cancerous but needs to be followed regularly,” she says. On those occasions where she has concern and reason for any additional workup she can visually demonstrate to the patient the area of concern and reason for any additional workup.

In fact, one of her very first patients reinforced how important the imaging is. “She was 18 and had a vision plan for the first time so she said she wanted to use the benefit. Sadly, I saw what I was fairly certain was a brain tumor. While I might have seen it without an **optomap**, the difference is that I was able to show it to her, so she could see how important it was to get immediate follow-up. That young woman, after two surgeries and two rounds of chemotherapy, is now studying to be a radiologist.

Since the beginning, Dr. O’Brien has incorporated **optomap** as part of her regular exam. In this practice, everyone gets imaged. Pretesting and additional fees are clearly discussed with patients ahead of time. “That way, there’s no back and forth in and out of the pre-testing room or about what it’s going to cost.” Her patients look forward to it. So much so, she’s receives regular referrals from patients who have heard that she offers this imaging technology routinely.

“Patients who have had some kind of finding in a previous **optomap** are always eager to see the results,” she says. She’ll pull up comparative images on the screen and patients will study them with her as they look to see if a nevus has changed in the past year, for example. It’s not often that patients can be on the front line of seeing a result from a medical test so they’re excited about that, she says.

The imaging is also appropriate for children – especially wiggly ones. They find the images intriguing. “If kids are in the exam room with a parent, they tend to get a little bored. So they’re always interested when I say, ‘Come look at the back of your mom’s eye.’ It’s been a great way to get them involved and even educate them about some of the basics of eye health.”



Optos plc
Tel: +44 (0)1383 843350
ics@optos.com

Optos, Inc.
Tel: 800-854-3039
usinfo@optos.com

Optos Australia
Tel: +61 8 8444 6500
auinfo@optos.com