



# Myopia Management Marketing: 101

Dr. Nick Despotidis

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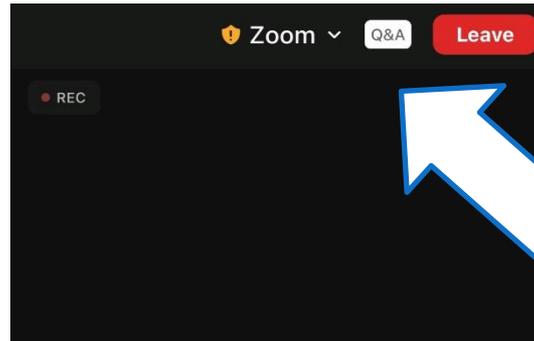


Host: Dr. Ariel Cerenzie

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- For a 1-hour webinar attendees must be online for a minimum of 50 minutes
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- CE certificates will be delivered by email and sent to ARBO with OE tracker numbers
- **CE certificates will be emailed within 4 weeks**
- Ask questions using the zoom on-screen floating panel





### Opportunity to Partner

Optometrists are at the frontline to recommend treatment for cataract and glaucoma patients.



#### Established relationships with patients

- Ability to inform patients of the best technologies available
- Needs, wants, expectations, and lifestyle



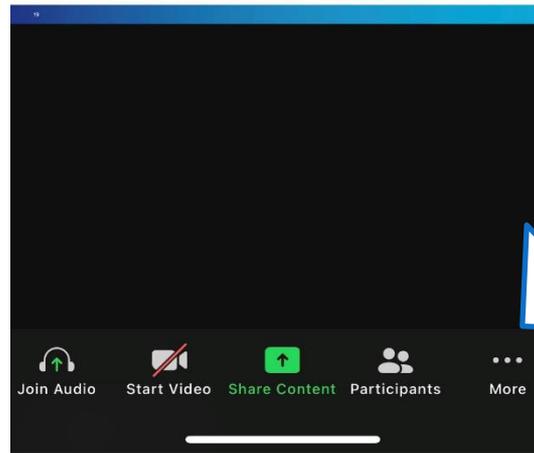
#### Reduce patient and physician burden

- Cost/pharmacy visits and prior authorizations
- Ocular surface disease and potential effects on visual acuity



#### Ability to impact patients' post-operative lifestyle

- ONE TIME opportunity during cataract surgery to address a patient's cataract, refractive needs (astigmatism and presbyopia) as well as their glaucoma



## Speaker Bio

Nick Despotidis practices in Hamilton, NJ with Barry Tannen, Ivan Lee, and Noah Tannen. Together, they have one of the largest practices in the country specializing in myopia management.

Nick is the lead author of two books, “My Children are Nearsighted Too” and “A Parent’s Guide to Raising Children with Healthy Vision”.

His TEDx talk “A Childhood Disease Worth Preventing” educates parents on the growing number of children effected by myopia and possible treatments available to them.

His workshop Super Charge Your Practice is the most sought-after practice management course offered at the Vision by Design symposium.



# Financial Disclosures

- CooperVision
- Oculus

**All relevant relationships  
have been mitigated.**



# Thank you! Please join us for our Oral Pharmaceuticals event

The banner features a blue background with a white arrow pointing right. On the left, there is a photograph of various pills and capsules. The Woo University logo is in the top left corner. The text 'ORAL PHARMACEUTICALS' is prominently displayed in white, followed by 'COPE accredited CE credit' and 'Date: October 2, 2022'. Below this, two hexagonal frames contain portraits of Dr. Marc Bloomenstein and Dr. Nathan Lighthizer, with their names printed underneath.

WOO  
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## ORAL PHARMACEUTICALS

COPE accredited CE credit  
Date: October 2, 2022

DR. MARC BLOOMENSTEIN DR. NATHAN LIGHTHIZER

Date: October 2, 2022  
Time: 8:00 AM - 12:00 PM Pacific Time  
Speakers: Dr. Nathan Lighthizer  
and Dr. Marc Bloomenstein  
Topic: Oral Pharmaceuticals  
COPE: Four hours virtual CE

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of upcoming CE events!



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# Marketing 101



# Colleague question:

- *“My OK candidates are identified during their yearly eye exam...most using their insurance.*
- *I spend a lot of time explaining the benefits of myopia management...which backs up my other exams.*
- *I understand I should be dropping insurance....*
- *But, what other steps should I be taking?”*

# Dr. Paddi Lund (Dentist)



- Sees patients by referral only
- Does not accept insurance
- No advertising
- Locks his front door
- Reduced patient volume by 50%
- Works 23hrs/wk
- Earns 2.5 times the income
- Loves going work & is really happy!

# HOW: To Market Myopia Management

**Marketing**  $\neq$  **Advertising**

# HOW: Marketing vs Advertising

**Advertising**: Non-personalized promotion of services

**Marketing**: Encourages QUALIFIED referrals...

# HOW: Advertising

- Facebook/Instagram ads
- Google optimization
- Websites
- Newspaper
- Mailings
- Brochures

# HOW: Why is Advertising Ineffective?

- How much is orthokeratology?
- Does insurance cover it?
- Does it qualify for flexible spending?
- Is it new?
- Is it safe?
- Is it permanent?



**“You can do anything, but not everything...incredibly well.”**

- Myopia management
- Vision therapy
- Dry eye
- Contact lenses
- Low vision
- Eyeglasses
- Medical
- Presbyopia management

# Why: Myopia Management?

- Professional fulfilment
- Improves profitability
- Large barrier to entry
- Reduces dependence on insurance
- Patient loyalty

# Why: Most Will NEVER Perform It?

- Orchestrated fee presentation
- Investment of equipment
- Learning curve
- Not covered by insurance!

# Prerequisites:

- You have to enjoy treating children!
- “Thick skinned”
- Specialty care will “test” your systems
- Requires separate systems for patient care
- Don’t “squeeze” patients into your normal schedule

## HOW: Does Myopia Management differ from primary care?

- Primary patients children
- Frequent visits
- Consistent communication between visits
- Patients will travel for care
- Not covered by insurance

# Brochures:

- What is myopia management?
- Benefits
- Success Stories



# Marketing: Seminars

- Blue-light filtering glasses
- Smartphone over-use
- Screen-time
- Sleep or lack thereof
- Interviews/documentaries (virtual and in-person)



# The Key to Success?

The Key To Success Is Knowing The Difference

Between:

Myopia **Control**

VS

Myopia **Management**

# WHAT: Is Myopia Control?

1. Treatments designed to slow the progression of myopia
2. Currently there are 4 treatments:
  - I. Atropine eye drops
  - II. Multifocal Contact Lenses
  - III. Special Eyeglasses (Not available in the US)
  - IV. Orthokeratology (CRT)**

# WHAT: Is Myopia Management?

**Managing** the family interested in myopia control.

Just because there is an epidemic of myopia...



# WHAT: Is Myopia Management?

## Understanding the parents interested in myopia control:

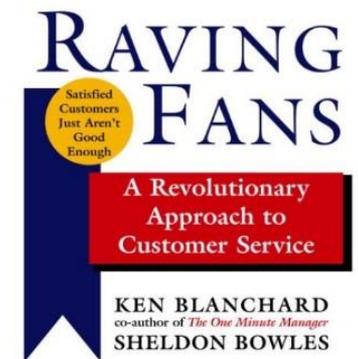
- “Helicopter parents”
- Highly educated parents
- Guilty parents
- Competitive parents
- Parents who view myopia as a disease!



# HOW: Marketing



How to Craft a  
**Raving Fan Strategy**



# Raving Fans Lead to Qualified Referrals

Question:

How are YOU going to make patients so happy with YOUR CARE, they become Raving Fans?

(Hint: It's NOT Correcting vision!)

# What Is A Qualified Referral?

- An ‘influencer’
- Referred by a respected colleague or friend
- Educated before they seek your care
  - Cost
  - Insurance acceptance
  - Shared personal experience with the technique
  - Shared experience with YOU



## Key To Success:

Parent “*Wants*”

Vs.

Parent “*Needs*”

# Parent “Wants”

- Myopia control
- Good visual acuity

# Parent “Needs”

## Guilt:

- Genetics
- Pressure to succeed
- Patient who’ve undergone LASIK

## Scree-time use:

- YouTube, Roblox, Tik Tok
- Social media: (WeChat, Snap, Instagram, Discord)

## Sleeping later:

- Multi-tasking

# How To Develop Raving Fans?

1. Communication: Parents email (or text) our office
2. We place urgency in our response
3. We spend TIME during their visit
4. We follow up after EVERY visit
5. We have dedicated staff assigned to patients

# Application and Removal

- Stressful for patient
- Stressful for parent
- Stressful for STAFF!
- Buyer's remorse!



# Subject: *3 Steps to Success*

Parents of Stella,

My name is Hannah, I'll be teaching your child how to insert, remove, and care for their lenses.

1. **Arrive on Time : 07/26/2022 @ 9:40 AM.** If you come late, that time will be subtracted from the hour we've allotted and you may require a 2nd class.

2. **Watch Video:** Children who watch the following video tend perform better during their class:

3. **Practice Nightly with Rewetting Drops:** Practice is **essential** to passing the class.

**My goal is to make your child's experience as pleasant and informative as possible.**

# Application and Removal Class

- Amazon gift
- Snacks
- Control nervous parents
- Limit 1.25 hour!



## Subject: *Parents of Stella:*

I am emailing to see how Stella did with her new lenses last night?

Hopefully everything went well!

If you have any questions or concerns please do not hesitate to ask. Please feel free to send us an email or give us a call.

I have also copied Drs. D, Lee, and Noah on this email to keep them updated as well.

*Hannah Ainsworth*

# HOW: Follow-up Visits

- This is TRUE Marketing!
- Allow TIME for questions!
- Email patient's afterwards!

## How: Don't Forget

Myopia Management is **NOT** a contact lens fit....

If doctors squeeze patients into their schedule...THEY WILL FAIL.

## Follow-up Visits: (20 minutes)

1. Visual acuity with and without lenses
2. Fitting evaluation: Topography, SLE
3. Parent and patient discussion
  - Child compliance
  - Any changes needed and why!
  - Discuss screentime
  - Discuss sleep
  - Discuss need for outdoor /social activities

# Marketing or Good Care?

Dear parents of Samantha and David,

It was great to seeing everyone yesterday. I am writing to confirm that you do not have any questions at this time.

I have also copied Drs. D., Lee and Noah on this email to keep them up to date on Samantha and David's care.

Sincerely,

Diane  
Eyecare Professionals, P.C

# Marketing or Good Care?

*Thank you very much for this email. I was so glad to hear their vision had not gotten worse after all the years - it's really a miracle. (Want)*

*Visiting Drs. D and Lee has always been such a pleasant trip for David and Samantha. Many things changed since their first visit - they grew taller, rebelled as teens, became independent ... but one thing never changed, their appreciation while visiting your office and the snacks in the drawer. (Need)*

# Marketing or Good Care?

*When walking into your office for the first time, I was so uncertain, feeling hopeless as their vision was getting worse....Your warm greeting, professional explanation, confidence in the results, we're so grateful for your guidance and expertise throughout this journey. (Want)*

*It's hard for me to express all my feelings in words. You not only provide us medical treatment but also a role model as a doctor.*

*(Need)*

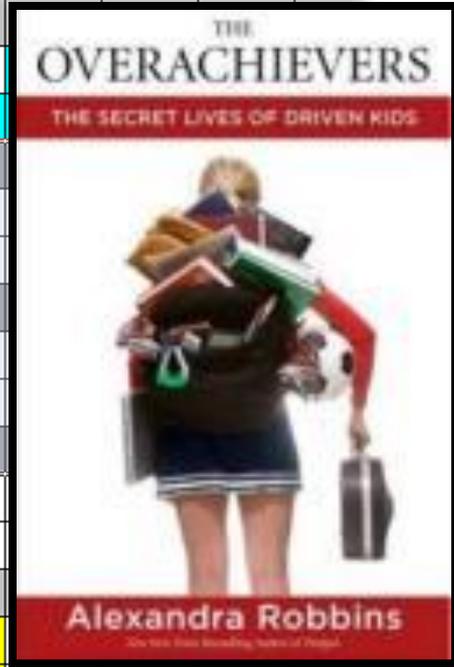
# HOW: Follow-Up Schedule

- Next day
- One week
- One month
- 3 - 12 months



# HOW: Follow-Up Visits

	A	B	C	D	E	F	G	H	I	J	K	L	M
		26-Mar	27-Mar	28-Mar	29-Mar	30-Mar	31-Mar	1-Apr	2-Apr				
1													
2	<b>Morning</b>	20/50	20/40	20/50	20/40	20/40	20/25	20/25	20/25				
3	<b>Evening</b>		20/200	20/100	20/70	20/50	20/50	20/40					
4		7-Apr	8-Apr	9-Apr	10-Apr	11-Apr	12-Apr	13-Apr	14-Apr				
5	<b>Morning</b>	20/20	20/25	20/25	20/30	20/20	20/25	20/25	20/20				
6	<b>Evening</b>	20/40	20/25	20/30	20/50	20/20	20/30	20/30	20/20				
7		19-Apr	20-Apr	21-Apr	22-Apr	23-Apr	24-Apr	25-Apr	26-Apr				
8	<b>Morning</b>	20/20	20/20	20/20	20/20	20/15	20/20	20/15	20/20				
9	<b>Evening</b>	20/25	20/25	20/25	20/25	20/20	20/20	20/20	20/25				
0		1-May	2-May	3-May	4-May	5-May	6-May	7-May	8-May				
1	<b>Morning</b>	20/20	20/20	20/15	20/15	20/15	20/15	20/15	20/20				
2	<b>Evening</b>	20/20	20/20	20/25	20/15	20/15	20/20	20/20	20/25				
3		13-May	14-May	15-May	16-May	17-May	18-May	19-May	20-May				
4	<b>Morning</b>	20/15	20/15	20/15	20/15	20/15	20/15	20/50	20/50				
5	<b>Evening</b>	20/15	20/15	20/15	20/15	20/20	20/20	20/50	20/50	20/25			



# WHY: Myopia Management?

1. 7 YO boy
2. 2<sup>nd</sup> pair of eyeglasses
3. Purchased eyeglasses online
4. Was recommended for CRT by another parent

CONTACT / EYEGASSES RX				
SPHERE	CYLINDER	AXIS	PRISM	BASE
- 2.75				
- 2.75				

EXAMINATION	NEW	ESTAB	FEE
✓ COMPREHENSIVE	92004	92014	
MEDICAL	99202	99213	10
REFRACTION	92015		

## Doctor's Wants:

### Doctor “wants”

- Financial independence
- Autonomy

# Doctor Needs:

## Doctor “needs”

- Respect
- Appreciation
- Personal/Family time

# Staff Wants:

Staff “wants”

- Salary
- Stable hours

# Staff “Needs”

- Respect
- Personal growth
- Community



## Pulling it together:

1. Marketing should be synonymous with exceptional care
2. Educate your patients: During and afterwards
3. Take time during each and every visit
4. Correspond with urgency
5. Understand the difference between needs vs wants
  - Patient
  - Doctor
  - Staff

*"If we don't change, we don't grow.*

*If we don't grow, we are not really living.*

*Growth demands a temporary surrender of security.*

*It may mean giving up of familiar but limiting patterns,  
safe but unrewarding work..."*

**Gail Sheehy:** Author, Journalist



# Questions?