

The Observer

A bimonthly newsletter of Omni Eye Specialists, a Madison Street Company

Bob's Blog

As long as I have been in Colorado, I have never seen as much snow or cold in fall as this year. October was especially surprising. So much for global warming (as the recent e-mail "Climate-gate" is suggesting). In the midst of the October snow storm while driving to OES, everything seemed to be as it should. Most of the fellow commuters were giving extra space and had reduced their speeds so it was uneventful. I was impressed. I easily parked my Honda in the basement parking structure and spent a marvelous day doing what we all do. However, when I got ready to leave at 6:00p, the Honda would not start. It had run fine on the way to work but it would now not kick-over. It just cranked away and I got concerned that I was going to run the battery down.

So being the true red-blooded

male that I am, I popped the hood to look things over. Not that I know ANYTHING about fuel injected engines. The last time I worked on a car was on my 1967 VW bug. They were more like hot wheels car (remember those?) so it did not take much but the Honda is a whole other beast. I thought it just might be the coil wire (yeah I now know fuel injection systems don't have coils anymore) or something might just have come undone. Maybe the battery cable! So needless to say, I was going to be useless but my male DNA mandated that I pop the hood.

Well, to my surprise when I lifted the hood, I happened to look at the top of the engine (near the fire wall) and there, lying in a relaxed supine position was a red squirrel languishing there. All he needed was a Corona and a lounge chair to be more relaxed. When he saw me look at him, he jumped between the firewall and the engine. How did he survive the commute without freezing? He must have come from the Cherry Creek area and happened to pick my car to "warm up". I searched but I could not find him so I got back in the car and tried to start it again whereupon he jumped out and ran across the concrete, up the ramp and out to the street. But the Honda would still not start! It was then that I remembered that some state legislators had problems with squirrels eating the

wiring in the engines of their cars a few years back. Animal control actually trapped and released them to "cure" the problem. Perhaps this was one of them! Sure enough, I spotted a wiring harness that looked like tangled chewed upon spaghetti. So \$1,000 later, the Honda is running fine again despite being mugged by a squirrel. I thought the insurance adjuster was going to laugh herself silly when I told her what had happened.

My point with all of this is that just when you least expect it, things can go awry. Just because things were fine in 2008 does not mean they will be the same this year or next. We have to stay adaptable. But we have to stay in the game in order to move forward.

"He is happiest of whom the world says least. Good or bad", Thomas Jefferson August 27, 1786... Thomas Jefferson did not take his own advice. He, of course, tried to do monumental things. And when you make that attempt, people are going to talk and you are going to get hammered to some degree. Anticipating that kind of acrimony, many people choose to sit it out. Whatever they believe, they keep it mostly to themselves. Play it safe" Bill O'Reilly *A Bold Fresh Piece of Humanity*.

I "discovered" the electronic library in Douglas County. So I am downloading a bunch of books and

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audio recordings that I have always wanted to read. I can play them from my MP3 player while I drive to work. As such, I stumbled across Bill's collection. While I find him arrogant and cocky, much of what he says has merit and is balanced. It is his approach & demeanor I have trouble with. But the above quote struck me.

Colorado Optometry has been challenged this year. The economy, healthcare reform, the Board Certification (BC) process and AOA, etc. It looks as if 2010 will be as much a challenge if not more. But "play it safe"? No way, we have to get involved before it is too late. We have to stay vigilant.

Time's Paces by Henry Twells

**When as a child I laughed and wept,
Time crept.
When as a youth I waxed more bold,
Time strolled.
When I became a full-grown man,
Time ran.
When older still I daily grew,
Time flew.
Soon I shall find, in passing on,
Time gone.
O Christ! whilst Thou have saved me then?
Amen.**

So like the squirrel who ran across the concrete floor, time is "running" for me now but he taught me that I need to be vigilant and aware. I need to anticipate change since it is inevitable. As you will

see further in this newsletter, there are more changes coming at OES. We are embracing them and running forward. We will all be better & stronger together as we move along.

Merry Christmas, Happy Chanukah, Feliz Navidad... Happy New Year!

Robert E. Prouty, O.D.

Dr. Terry Spencer is moving

As some of you know by now, Dr. Terry Spencer is leaving the 18th of December to join a practice in Rapid City, South Dakota. We will miss Terry and we all wish him and his family well in their new home.

Terry's leaving is an obvious loss to the Company. It has however forced us to accelerate plans that we had considered when Spivack Vision Center and Madison Street Company first merged. That plan was to make SVC an extension of Omni Eye Specialists in the South. We wanted SVC to become Omni's southern office. That plan will now be instituted. Starting on the 4th of January, Drs Amiel, Belen and Wang in addition to Dr. Prouty will see patients at SVC. Now you can not only refer your patients to 55 Madison Street, but if they need glaucoma, corneal or anterior segment consultation we will be able to care for them at SVC as well. When you call (303-377-2020), send a referral or fill the online referral form let us know

where you would like to have the patient seen and with whom, if there is a preference.

Drs. Lee and Rimer, will also see some medical and surgical referrals as part of the MSC family, but will continue to primarily concentrate on Refractive patients.

New Additions to our Doctors

In July of 2010, we will have two new doctors joining MSC. Drs Shukla and Sitole will be providing retina and oculo-plastics care at MSC. They will be dividing their time between SVC and OES. With the addition of these two doctors, we will have glaucoma, retina, cornea and plastics subspecialty representation at SVC.

Spivack Vision Center is well on the road to becoming not only the pre-eminent refractive center in metro Denver, but also along with 55 Madison Street, the pre-eminent location for referred ophthalmological care.

Both our facilities look forward to providing specialty care to your patients.

Holiday Party

♪♪ *The stockings were hung by the chimney with care in the hopes that the MSC holiday party will soon be there* ♪♪

Invitations have been mailed and we hope you will reserve Saturday, December 12 for us. The event will be at Wings Over the Rockies in Stapleton with tours of the museum as part of the evening. We plan to celebrate the season and spend the evening with our closest friends. See ya there!

Be a VIP

In the spirit of having provided CE to optometry for over two decades, we would like to reintroduce our Guest Optometrist or VIP program. You will receive one CE credit for each two hours you spend with our doctors at either Omni Eye Specialists at 55 Madison Street or Spivack Vision Center in Centennial. You can choose to spend part of your time following a doctor in a particular specialty or divide your time amongst several specialties. You may prefer to see surgery, refractive at Spivack Vision Center or medical at Madison Street Surgery Center. You may choose to spend two or eight hours with us and view clinic and surgery. The choice is yours. If your stay is such that it overlaps the noon hour, we would love to have you join us for lunch.

We would be delighted to see you. We will try to work around

your schedule but daily space is limited. Please go on line to our website, www.omnieye.com. Click the “referring clinician” tab at the top of the home page. Open the “Lecture and Event Calendar” and below it you will see the “Guest Doctor” tab. Click on that tab and the Guest Optometrist form will open. Submit your request for our “Guest Optometrist Program” and we will contact you. We hope to see you soon.

Cataract Post-op Regimen

At request, here is our standard post-operative cataract management regimen. We use Zymar™ which is a 4th generation fluoroquinolone. Our post-op steroid of choice remains unchanged with PredForte™.

4th generation fluoroquinolones have expanded spectra, reduced bacterial resistance and exceptional efficacy with some of the rarer pathogens when compared to the 2nd & 3rd generation fluoroquinolones (Ocuflox, Ciloxan, Quixen & Iquix).

The **recent change** is with topical NSAIDs. Allergan has released a new formulation of ketorolac (Acuvail™). It is non-preserved, shows improved penetrance and is milder on the corneal surface. For most of our high-risk patients (past uveitis, diabetics, past CME, etc), it should be an excellent addition to their management. We will be primarily using Acuvail™ but some patients may still need the traditional formulation of a topical NSAID.

Typical Cataract Post-op Regimen

- **Zymar™ qid X 1 week** then you may stop it abruptly.

- **PredForte™ qid X 3 weeks** then taper it over 1 week.

- **Acuvail™ bid X 3 weeks** used with PredForte™ in high risk inflammatory patients.

- **Patch at night** for the 1st week post-op.

- Adjusting the regimen is based on the clinical presentation of the patient and the professional judgement of the assessing doctor.

When Not a Participating Provider

We participate with the majority of the metro area insurance carriers yet there may still be programs with which we are not panel providers. If you have such a patient that you would like to refer to us and the carrier has “out of network” rates, please continue to consider us. We will bill the patient’s insurance program for the out of network rates and collect them. We will write off what is not paid as an out of network provider. There will be no added expense to the patient as if we were on the panel. The caveat is that the carrier must allow the patient to go out of network. Rare insurance carriers do not have such out of network flexibility.

Help with the Check-in process

We are working on speeding up the check-in process here at OES, SVC & CLS. We would like to request that when you send patients to us for ANY consult, please be aware that we will be asking the patients to bring in their insurance cards, their copay, as well as a list of all the medications that they are currently taking as part of the intake history & process. Each of these elements will help speed up the check in and work-up process.

Please advise your patients to prepare and bring the information and documentation with them when they come.

Financing Options

We are proud to feature flexible monthly payment programs to help cover your patients' LASIK, Premium IOLs or other vision correction surgery. Our goal is to make eye surgery affordable for any budget. By offering a combination of technology, experience and compassion at a price everyone can afford.

* **ChaseHealthAdvanceSM** is available to our patients with a generous revolving line of credit starting at \$5,000 with 3, 6, 12, 18 & 24 month 0% interest payment plans and 24-48 month extended payment options. There are no up-front costs and no prepayment penalties.

* **CareCredit[®]** is a revolving credit

line for procedures that cost between \$1,000 and \$25,000, with no up-front costs or pre-payment penalties. They have a variety of plans, including 3, 6, 12, 18 and 24 month no-interest payment plans with low monthly payments, as well as 2, 3, 4, and 5 year extended payment plans.

* **VISA[®], MasterCard[®], Discover[®]** card and **American Express[®]** are also honored at OES & SVC.

There are links for your patients located at WWW.Spivack.com and soon at WWW.OmniEye.com. You can also have your patients contact us directly at 303.740.5472 to learn more about the payment programs we offer or if they would like assistance with the application process.

George J. Pardos, M.D.

Our Updated Website

Omni Eye Specialists has a new website! It is the same address as before www.omnieye.com, but a website that is significantly more interactive. Here are some highlights of our new site:

* **Patient Referral Form** - You can complete and send us this form, securely over the internet. No need to download the form, fill it out and fax or mail it.

* **History and registration Form** - Your patients can fill out and send us their history and registration form securely on-line.

* **Request for an appointment** - Your patients can request an

appointment online. We will contact them by email or phone and verify their request.

* **Bill Pay** - We have added an online bill pay feature for patients. All of our forms are securely transmitted through the web.

* **Referring Doctor Portal** - Once you have obtained a username and password (online), this portal allows you to view and post wanted and for sale items as well as job opportunities. The site has our Observer newsletter as well as a calendar of our upcoming C.E. If you or your patients need forms, our form library is available [online as well](#)

* **Cataract and Procedures/Diseases Tabs** - The cataract tab has an overview of cataract surgery as well as Eyemagination videos on cataracts, toric and premium intraocular lenses. Financing options are listed. The procedures and diseases tab allows your patients to read and view, through our Eyemagination videos, more information on many ophthalmic conditions. You can use our site to illustrate, via the online videos, various surgeries and disease states. We feel it is a website that you and your patients will be continuously referencing.

* **Bios** - The site has doctor and administrative staff bios, and office location information with directions for your patients. Patients can learn more about who we are and what we do.

We hope to be adding, in the near future, more features to the website to make our communication with you and your patients easier and more convenient.

A Referral Link 24 Hour Contact

At your request, we have developed a new referral resource. Not only can you “Snail Mail” or fax your referral forms to us but we now have an internet link to assist you. You can download our Referral Form in PDF format from our website: www.OmniEye.com to use for mailing/faxing or send us an e-mail with the same information. You can also scan the form and attach it to the e-mail.

So feel free to use our new resource:

Referral@OmniEye.com

to communicate your referral needs.

Omni’s Insurance Plans

OES participates in the following insurance plans:

AARP, Aetna, Alliance, all Anthem BCBS plans including Blue Advantage Senior Plan - (EHN), CIGNA, First Health PPO, Humana Health Care, Humana Physicians Gold, Medicaid, Medicare, Mountain Medical Affiliates (MMA), One Health Plan HMO, PacifiCare-VSP, PacifiCare-PPO, PHCS, Physician’s Choice, PruCare/Plus- (EHN), Qual-Med, Rocky Mtn - HMO, Sloan’s Lake, United Health Care and USA Health Network.

Need to ask us a question? Want to alert us to a problem? You are able to “reach out and touch” us 24 hours a day through our e-mail and phone mail systems. We have our phone mail system availability. The system is meant for those times when you would like to leave us a message, but it’s not urgent. Some of us PREFER e-mail (like ME!) but both systems will be monitored.

Here is our directory:

E-Mail:

Dr. Pardos: GPardos@OmniEye.com

Dr. Prouty: RProuty@DrMyii.com

Dr. Ketty Lee: KLee@OmniEye.com

Dr. Wang: JWang@OmniEye.com

Dr. Belen: GBelen@OmniEye.com

Dr. Teeter: MTeeter@OmniEye.com

Dr. Amiel: HAmiel@OmniEye.com

Dr. Spivack: LSpivack@Spivack.com

Dr. Rimer: VRimer@Spviack.com

Donna White: DWhite@OmniEye.com

This does NOT affect our after hours call system! For that number, just have patients call our regular number (303-377-2020) and they are instructed how to contact the on call doctor. MSC is always available for your patient’s care.

MSC’s 13th Annual Spring CE Symposium

On Saturday March 6, 2010, we will be holding our 13th annual Spring CE Symposium. The event will be Colorado CE approved for 8 hrs. along with a free breakfast & lunch.

So details will follow as they become set but we wanted to give you as much notice as possible as to our Spring CE “Kick-off” for our ‘10 CE events. Please mark your calendars and plan to join us for a day of CE and camaraderie.

C.E. Schedule:

All courses start at 6:30p and last 2 hours. Colorado approved CE credit is available. Location is specified. **Please RSVP at 303-398-7337 or on the web at RSVP@OmniEye.com.**

Our CE program has recessed for the winter & will begin again in March 2010 with the 13th annual Spring CE Symposium. Look for our 2010 CE calendar in the next edition of this newsletter