

New Dry Eye Service Boosts Patient Satisfaction and Retention

Case Study: Bowden Eye & Associates

Executive Summary: Bowden Eye & Associates implemented a new dry eye service based upon the TearScience® system for assessing and treating evaporative dry eye. Dr. Frank Bowden believes that TearScience's dry eye treatment, LipiFlow®, is good medicine for patients with Meibomian Gland Dysfunction. The new dry eye service has helped this practice grow through patient satisfaction, patient retention, and referrals.



Founded in 2001, Bowden Eye & Associates is a comprehensive eye care practice dedicated to the protection and preservation of patients' eyesight.

Bowden Eye & Associates has four offices in Jacksonville, Florida. With 64 employees, this growing practice specializes in cataract and glaucoma surgery, laser LASIK, cornea care and surgery, lens replacement surgery, and aesthetics.

In early 2012, Dr. Frank Bowden recognized an opportunity to better serve a large subset of his patient population: dry eye sufferers. Bowden wanted to help these patients achieve better results than the marginal relief that traditional dry eye therapies delivered (e.g., warm compresses, wetting drops, ointments). Along with the help of the practice's CEO, Patti Barkey, Dr. Bowden formulated a vision for implementing a new dry eye service.

"Meibomian gland dysfunction is a prevalent, chronic and progressive disease," commented Dr. Bowden. "As a surgeon, I recognize the importance of optimizing the ocular surface and the long term consequences of not treating evaporative dry eye. I feel confident that I am providing good medicine when I treat patients with LipiFlow®."

After researching the latest technology for managing dry eye, Bowden Eye & Associates adopted the TearScience® system for assessing and treating evaporative dry eye. The system includes the LipiView® Ocular Surface Interferometer, which helps educate dry eye sufferers on the health of their tear film and why they experience dry eye symptoms. LipiView® captures and displays detailed digital images of the tear film and helps identify if partial blinking is a factor in a patient's dry eye. The LipiFlow® Thermal Pulsation System is a treatment for evaporative dry eye that uses heat and gentle, pulsatile pressure to liquefy and express the content of obstructed Meibomian glands. The goal of unblocking the Meibomian glands is to allow them to resume their natural production of lipids required for a healthy tear film.

Bowden Eye & Associates' Leaders



Frank W. Bowden, III, MD, FACS
Owner Bowden Eye & Associates

Dr. Bowden is a board certified cornea specialist and surgeon. He is the official eye care provider for the Jacksonville Jaguars football team, and a Diplomat of the National Board of Medical Examiners. As one of Florida's most renowned physicians, he has been named Jacksonville's Top Doctors four times by Jacksonville magazine. Dr. Bowden's vision for a new dry eye service has helped his practice grow through patient satisfaction, patient retention and referrals.



Patti Barkey, COE
CEO & Practice Administrator

As CEO at Bowden Eye & Associates, Patti Barkey is responsible for the practice's operational management and corporate administration. Patti was instrumental in Bowden's growth and in implementing its new dry eye service. Her philosophy of "take good care of patients and the rest will take care of itself" has been well received by Bowden's dry eye patients.

“TearScience’s LipiFlow® delivers great results because it addresses the root cause of evaporative dry eye,” said Mrs. Barkey. “LipiFlow® provides great value to dry eye patients versus the costs, time and hassle of the typical daily dry eye patient’s regimen. LipiFlow® has also made an enormous difference for our practice. By boosting patient satisfaction, we’ve increased patient retention and referrals.”

Bowden Eye & Associates implemented the new dry eye service in May 2012. The practice has treated 305 eyes with LipiFlow® in a seven month period.



Indications for Use: The LipiFlow® System is intended for the application of localized heat and pressure therapy in adult patients with chronic cystic conditions of the eyelids, including Meibomian Gland Dysfunction, also known as Evaporative Dry Eye or lipid deficient dry eye.

For full product and safety information visit www.tearscience.com/physician/breakthroughtechnology/labeling-and-safety/.



Indications for Use: The LipiView® Ocular Surface Interferometer is an ophthalmic imaging device that is intended for use by a physician in adult patients to capture, archive, manipulate and store digital images of specular (interferometric) observations of the tear film, which can be visually monitored and photographically documented. Using these images, the LipiView® Interferometer measures the absolute thickness of the tear film lipid layer.

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Bowden’s Formula for Success:

Vision and Empowerment

Dr. Bowden had a vision for better serving his dry eye patients. He empowered his staff, especially his CEO, to make it happen. He communicated to his staff that the dry eye service was as important to the practice as refractive and cataract surgeries.

Staff

Bowden employees embraced their leader’s vision for a dry eye service. Mrs. Barkey selected the right team members who understand the importance of providing good care, patient satisfaction and patient retention. Bowden’s dry eye counselors were selected because they were skilled at explaining the LipiFlow® treatment and offering a patient-pay procedure.

Knowing they would be held accountable, the staff became well versed at validating the patients’ dry eye complaints, aiding in proper diagnosis of dry eye, and recommending appropriate treatment. To the patients they help, Bowden’s staff becomes the dry eye heroes.

Office Space

Bowden Eye & Associates dedicated office space in order to accommodate the new dry eye service. It was important that the office looked and felt like a “dry eye center of expertise” to the patients. Office space was reallocated to create a dry eye counseling office where staff and patients could discuss the treatment, review consent forms, schedule follow up appointments and discuss CareCredit payment options. Additional space was reallocated for the LipiView® and LipiFlow® devices. In all cases, the space allotted is multipurpose in nature.

Training

TearScience provided detailed training to Bowden’s staff prior to launching its new dry eye service. Additionally, Mrs. Barkey provided thorough staff training to ensure roles and responsibilities were clear.

Updated Standard of Care

Mrs. Barkey also established an updated dry eye “standard of care” and organized a treatment plan that physicians, staff and patients could easily follow. This new standard of care was published. It included the frequency of patient visits, the patterns for prescribing drops, plugs, and supplements as well as the use of LipiView® and LipiFlow®. Consequently, the standard of care ensures that all patients receive consistent, excellent care.