



# Affiliate Doctor Newsletter



DLV and ADV Vision is excited to announce the release of our Quarterly Affiliate Newsletter. Thank you all for another to another great quarter of growth and collaboration together. We want to take the time to share with you how grateful we are for all the support you, our referring Doctors, give us each day. Let us continue to build on our relationship and provide better vision for everyone! We are constantly searching for ways to improve and to better support you and your patients.

## ***Tickler Folders***

DLV Vision is offering tickler folders to new referring doctors. The seven-pocket expanding folder is the perfect starter set for any doctor co-managing with DLV & ADV Vision. The file will include the following:

- New Patient Referral Forms
- Pre-Op forms for all procedures
- Post-Op forms
- Post-Op Instructions
- Variety of brochures 75 total
- Co-Management Guidebook

If you would like a tickler folder please reach out to our Director of Sales, Ron Zepeda, at [RZepeda@doughertylaservision.com](mailto:RZepeda@doughertylaservision.com).



## ***DLV Vision in a Flash***



DLV Vision is excited to announce that based on the needs of our network of referring Doctors, we will be offering flash drives that contain resources to help make co-managing with DLV Vision much easier.

### ***The Flash Drive Includes:***

- Web Blasts (These are ads that feature a different promotion each month ranging from Cataract Surgery to ICL)
- Blogs (Each blog is focused on providing patients more in-depth information about topics like--what lens they should choose and why LASIK is safer than contact lenses)
- Videos (Dr. Dougherty has taken the time to put together videos that include graphics to help illustrate such topics such as refractive surgery options and what to expect after cataract surgery)
- Co-Management Guidelines and FAQ's
- Patient Education (This includes our Cataract Patient Education Booklet and Refractive Surgery Education Booklet)
- Patient Itineraries (A handout that explains the step-by-step process for exams such as a Cataract Pre-Op or LASIK Pre-Op)
- DLV Vision Referral Forms
- Website Content & Embed Codes

The DLV Vision's customized flash drive's purpose is to provide you with a great way to gain access to our most popular content.

We encourage you to use the flash drive's content on your website and social media pages.

If you would like a flash drive please reach out to our Director of Sales, Ron Zepeda, at [RZepeda@doughertylaservision.com](mailto:RZepeda@doughertylaservision.com).

## ***DLV & ADV Vision Patient Notes***

***Having a hard time reading our notes and acronyms?*** Here are the top 13 most commonly used here at DLV & ADV Vision:

1. AMD - Macular Degeneration
2. AT - Artificial Tears
3. BCTL - Bandage Contact Lens
4. DME - Diabetic Macular Edema
5. ERM – Epiretinal Membrane
6. EBMD - Epithelial Basement Membrane Dystrophy
7. HSV - Herpes Simplex Virus
8. HZV - Herpes Zoster Virus
9. KPE/IOL - Kelman Phacoemulsification and IOL
10. ORBs - Orb Scan
11. PKP - Corneal graft
12. PXF – Pseudoexfoliation
13. VMT - Vitreomacular Traction

## ***YAG Consent Form Reminder***

Opacification of the posterior capsule is common and can happen in the months following cataract surgery. After a period of 90 days when the eye has fully healed, Posterior YAG Capsulotomy can be safely performed. This quick in-office procedure is billable to insurance and is not a part of the patient's refractive lens package.

## ***YAG Announcement***

DLV Vision is excited to announce that Dr. Vosoghi will now be conducting YAG laser treatment. This

previous year, DLV Vision has grown thanks to the support of our referring provider network. Dr. Vosoghi has done 6,000 YAG procedures over the last 14 years. Roughly 2,000 of those have been Capsulotomies and the rest have been iridotomies.

### **W9 Forms Update!**



DLV Vision has been updating our internal accounting documents. If you have not done so, please send us an updated W9 form so we can update our records appropriately. Please submit any updated forms to [bookkeeper@doughertylaservision.com](mailto:bookkeeper@doughertylaservision.com) or fax to (805) 707-7668.

### **ADV Vision Now Providing SLT Treatment!**

ADV Vision is excited to announce that effective immediately ADV Vision is now offering in-house YAG Procedure and SLT. Below are the procedures offered in each location.

San Luis Obispo:

- SLT
- YAG

Santa Maria

- SLT only
- No YAG

Paso Robles

- No SLT
- No YAG

## **ADV Vision Surgery Policy Health and Physical**

ADV Vision surgery center requires that all surgery patients must have completed the following **2 weeks before their first procedure:**

#### **Patients 55+**

- H&P
- EKG

#### **Patient 54 and under**

- H&P is only required
- EKG not required

If you have any questions regarding this please send them to [gvillafranco@DoughertyLaserVision.com](mailto:gvillafranco@DoughertyLaserVision.com) or [ktaylor@DoughertyLaserVision.com](mailto:ktaylor@DoughertyLaserVision.com).

### **Referral Forms Update**

#### **DLV Vision Referral Form**



Date: \_\_\_\_\_

**Patient Name** \_\_\_\_\_

**Patient DOB** \_\_\_\_\_

**Referring Physician** \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

**Patient Phone** \_\_\_\_\_

Patient Email: \_\_\_\_\_

**Insurance** \_\_\_\_\_

If the patient has an HMO and this is their first time at our office, an authorization from the patient's PCP will be needed before they can be seen. **Please send a copy of patient's insurance cards and last appointment notes.**

DLV & ADV Vision's encourages all patients and referring doctors to visit our Resources page on our website if they need access to specific forms. Here you can find patient referral forms and other related documents.

**\*\*When referring a patient please always include the following\*\***

- Patient's First & Last Name
- Date of Birth
- Referring Doctor
- Phone Number
- E-Mail (if applicable)
- Insurance Information (send photo if possible)
- Patient's Refraction (very important)



**Film your Surgery on Facebook LIVE!  
Tag Your Patient on Facebook Live and  
Share It on Your Timeline!**



**DLV Vision's Monthly Calendar Ads**

DLV & ADV Vision is excited to announce that we will now be making personalized monthly calendar ads and posters. If you wish to have a customized monthly calendar ad or poster contact Ron Zepeda at [RZepeda@doughertylaservision.com](mailto:RZepeda@doughertylaservision.com)

**CATARACT CO-MANAGEMENT BILLING  
101- Back to the basics!**



Tired of getting denials? Not sure how to bill cataract post-ops to Medicare? We have the tools to make you successful!

Did you know?

- Medicare pays 20% of the global cataract fee (approximately \$150)
- You CAN bill a refraction fee on your post-op visits (\$50-\$80/ refraction or \$150-\$240 TOTAL)
- By billing BOTH cataract co-management AND refraction fee- you can collect anywhere from **\$300-\$390 PER EYE** for a BASIC lens!!)

While cataract co-management billing may be a bit more work on the back end- the REVENUE IS absolutely worth every second!

If you have questions or get denials- please e-mail [billing@doughertylaservision.com](mailto:billing@doughertylaservision.com). We are delighted & happy to walk you through the process & get you set up with the tools for SUCCESS!

**Got Feedback? We Want It! Give Us the Raw, the Nasty, the Nitty Gritty!**



Watch out for our quarterly OD surveys! Your feedback is extremely valuable to the advancement of our company. The responses are all anonymous!



- July 28<sup>th</sup>, 2018 - Tri-County Optometric CE Event - Santa Barbara  
To receive more information, please email: [jkowalko@doughertylaservision.com](mailto:jkowalko@doughertylaservision.com)
- September 2, 2018 – ADV Summer CE. Time TBD. Location TBD.
- September 26-29, 2018 – Vision Expo West
- November 4, 2018 – 8-Hour CE Event

### ***Andrew Dougherty Vision Foundation Announcement***

DLV Vision is excited to announce that every quarter Dr. Dougherty will perform free surgery for a patient in need. To refer a candidate please review the qualifications below:

Pre-Qualification on how DLV Vision will select a foundation patient. Selection criteria will depend on several variables, including:

- Income can be no greater than \$30,000 annually (other variable including family size, geographical area, and other factors will be included).
- Employment status criteria (i.e. likelihood of future earnings to meet the healthcare obligations).
- Compelling video submission, or written submission of why patient should be eligible.
- Other financial resources available to patient (i.e., Medi-Cal and other public assistant programs) Physician, or OD request based on needs

Patients will be selected quarterly (Not to exceed 1 case per quarter) by Dr. Dougherty himself. For any

submissions please email [info@doughertylaservision.com](mailto:info@doughertylaservision.com).

### ***Patient Spotlight*** **Dr. Dougherty Does it AGAIN!**



Dr. Kathy Fallon is one of our most beloved optometrists here at DLV Vision. Years ago, Dr. Dougherty performed her LASIK surgery, so when it came time for her cataract surgery it was only right that he performed the surgery. Known as the “doctor’s doctor”, Dr. Dougherty performed successful cataract surgery on Dr. Fallon! She was happy with the surgery as you can tell from her review about her experience at DLV Vision.

“Dr. Paul Dougherty MD performed my cataract surgery on February 13, 2018 and I had an amazing experience. I am an Optometrist and could pick anyone to do my surgery, but Dr. Dougherty is the best. He did my LASIK 14 years ago and I choose a multifocal implant for cataract surgery, so I would not need to wear reading glasses. I am the only one of my friends in my age who doesn’t need any glasses. He is an amazing surgeon with a friendly office and staff.”

-Dr. Kathy Fallon

***Andrew Dougherty Vision Foundation Q2  
Patient - Filiberto Zepeda***



Filiberto Zepeda is 54-year-old whose vision was suffering from cataracts and it was taking over his life. He enjoys nothing more than the outdoors. He likes to go hunting and takes an interest in flowers as well. He said that he loves looking at them but cannot enjoy it anymore since his cataracts. He also enjoys welding and cooking and after having a consultation with Dr. Dougherty he was given the best news. Dr. Dougherty agreed to help Filiberto and perform cataract surgery. It was a success as Filiberto began to see everything much clearer immediately after surgery. His cousin that had brought him to surgery said that on the drive home Filiberto described his new vision to be the best since he was a little kid.