

# Affiliate Doctor Newsletter



Dougherty Laser Vision is very excited to announce the first edition of our Affiliate Newsletter, which will be, released quarterly. This newsletter is in effort to provide you, our network of referring Optometrists, an overview of what is currently going on within the industry, Dougherty Laser Vision and more importantly, practice management information. Our promise to you is to provide content that is valuable and relevant to your practice and patients.

## Announcements

### *Raindrop*

Dougherty Laser Vision is excited to announce the FDA approval of the Raindrop Presbyopic Corneal Inlay. The Raindrop Near Vision Inlay is a device implanted in the cornea of the non-dominant eye to improve near vision in patients with presbyopia. The implant is reversible and cannot be seen in the eye. It is the first device approved that changes the shape of the corneal to achieve improved near vision.

The corneal inlay surgery is an elective option for presbyopic patients including plano presbyopes who do not want to wear reading glasses

It is indicated for patients 41 to 65 years old who are unable to focus clearly on near objects or small print and need reading glasses.

Dougherty Laser Vision was the first in California to implant the Raindrop Presbyopic Corneal Inlay and was the leading enroller for the FDA Study on the West Coast.

Dougherty Laser Vision will now offer free consultations for any patients interested in the Raindrop Corneal Inlay where patients will be able to "try it before they buy it."

### *Tecnis Symphony IOL approval*

In recent news the U.S. Food and Drug Administration approved the first intraocular lens (IOL) that provides cataract patients with an extended depth-of-focus, which helps improve their sharpness of vision (visual acuity) at

near, intermediate and far distances. Therefore, it may reduce the need for patients to wear contact lenses or glasses after cataract surgery.

**Dougherty Laser Vision acquires a software to give patients the exact amount of their co-pay and deductible before cataract surgery.**

pVerify is a cost-effective tool designed to facilitate the eligibility verification process. It offers seamless coordination with patient care.

pVerify provides industry's most innovative real-time and batch eligibility verification solution with full parsing key benefits information such as Coverage Status, Specific Co-pays, Plan Type, deductible Remaining etc.

**In the News**

Dr. Dougherty was recently featured on *The Insider* as Chris Reid, actor, comedian and rapper who first gained fame as Kid from Kid 'n Play in the early 90's first came to Dr. Dougherty in 2008 after decades of vision loss. Through our continued relationship with Chris, Dr. Dougherty was his first call when he began to experience vision issues because of Cataracts.

Chris visited Dougherty Laser Vision to have laser assisted cataract surgery. Dr. Dougherty recommended that Chris utilize some of the latest and safest technology for cataract surgery patients. Dr. Dougherty performed Laser Assisted Dropless Cataract Surgery and implanted a top of the line accommodating Softec HD lens. Just as in 2008, Dr. Dougherty was able to restore Chris's vision with the latest and greatest technology and techniques

pVerify helps decrease insurance denials, eliminate patient delinquencies but most importantly improve the patient's experience.

pVerify covers over 600 real-time payers, the largest in the industry and it can also be customized to your practice and specific needs. Dougherty Laser Vision is very excited to have this new tool to ensure that patients fully understand the financial aspect of their insurance portion of cataract surgery.





## Medical Tourism

Dr. Dougherty performed ICL surgery for two patients in Costa Rica in July.

Patient A: OD -9.50-2.00x091

OS -9.50-4.50x123

Patient B: OD +6.00-1.25x150

OS +4.25-1.00x030

## Dougherty Laser Vision New Mission Statement & Values

*“Excellent Visionaries- Dougherty Laser Vision will be unsurpassed in our strive for excellence and provide inspiring inner and outer vision for our patients, referring providers, employees, and our world.”*

### Our Values as a Company

1. Fun- DLV will have fun every day- after all- life is short! Enjoy the moment!
2. Caring- DLV cares deeply about our patients, referring doctors, and our world.
3. Passion- DLV has passion and love for providing vision to patients, assisting in the growth our referring doctors, and the advancement of our internal team.

4. Egalitarian – DLV believes in the equality of all- no task is below anyone on the team.
5. Integrity- DLV will have integrity in every aspect of our business dealings.

## **Introducing the Syneron E-Max Cosmetics Laser**

At Dougherty Laser Vision not only can you rejuvenate your vision, you can now rejuvenate your skin. Look and feel your best with new vision and cosmetic services.

Gina Borggrebe, RN is a Certified Aesthetic Nurse Specialist in BOTOX, Juvederm, and Lasers treatments. With over 16 years of experience in Aesthetics and 36 years of patient care, Gina will help you look your best all year long.

New Services Include:

- Acne Treatment
- Laser Hair Removal
- Pigmented Lesions
- Leg Veins
- Wrinkle Reduction
- Fractional Laser
- Skin Tightening
- Skin Rejuvenation

## ***Doctor Resources Portal***

Visit Dougherty Laser Vision's *Doctor Resources* Portal at [doughertylaservision.com](http://doughertylaservision.com) to find various valuable resources.

The [\*Doctors Resources\*](#) portal offers: our Doctor Referral form, Doctor Events Calendar, InFocus Blog, our Co-management E-book, and various downloadable forms.

## **Awards**

Dr. Dougherty was awarded the **2016 Vision Care Specialist of the Year** at the *Twenty-Third annual David Fainer, MD and Leo Tauber, MD Ventura County Community Awards Dinner* on August 18, 2016.



**October 3, 2016-** Optometry Advisory Board Meeting Dinner

**November 6, 2016-** Dougherty Laser Vision Social Media Mania Eight Hour CE hosted at Aldabella Winery.

We will be featuring specialists for each social media outlet and free video production.

Please RSVP as soon as possible as seating is limited and the event is forecasted to sell out.

*Aldabella Winery & Tasting Room*

31111 Via Colinas, Westlake Village, CA 91362