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A word from Dr. Dougherty and Dr. Abroms

by DLV & ADV TEAM

DLV Vision and ADV Vision are continuing to see patients and changing the lives of others, one laser eye procedure at a time. Standard operating capacity and regular hours are continuing to run, along with the implementation of COVID-19 safety protocols.

We have also continued to provide our CE webinars to better engage and educate with our fellow optometrists. We hope you stay well and safe during these unprecedented times. We appreciate you all and are thankful to be working with you.

Practice Announcement

Meet DLV's new Optometrist, Devon Kennedy, O.D.!

What is her background?

- Grew up in Templeton, California
- Attended the University of California, Davis
- Received a B.S. in Biological Sciences with an emphasis in Neurology, Physiology, and Behavior
- Received professional Doctor of Optometry degree at Southern California College of Optometry

What are some of her accomplishments?

- Served as the past President of the American Academy of Optometry Student Chapter
- Received multiple scholarships for excellence in clinical practice
- Contributing writer to CovalentCareers

Fun Facts About Dr. Kennedy!

- She was a previous contestant on ABC's "Wipeout" show
- Her older sister is also an Optometrist (located in Texas)
- She grew up on a small farm on the Central Coast

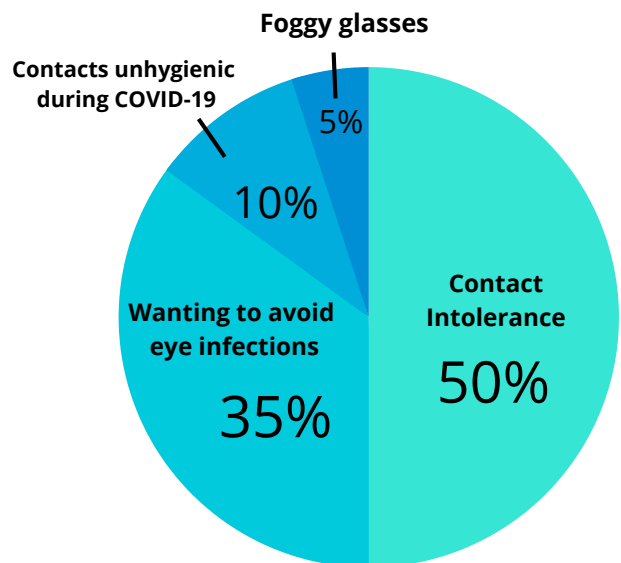
Internal Study at DLV: Why are patients having LASIK during COVID-19 global pandemic?

DLV Optometrist, Sidra Qadri, O.D., captured a private study of patients that entailed of Dr. Qadri asking patients their reason for considering LASIK surgery during this pandemic. After collecting many responses, Dr. Qadri concluded that 50% of patients were scheduling a consultation due to **contact intolerance**.



If you need assistance or have any questions for Dr. Kennedy, please feel free to contact her at:

- **Email:** dkennedy@doughertylaservision.com
- **General Phone:** (805) 987-5300
- **General Text Line:** (818) 874-3048



Dr. Balakrishnan's feature in Women in Optometry

Women in Optometry is a publication news source that features articles written by, and are about women in medicine. Dr. Balakrishnan was most recently showcased in her article named, "A Respectful Team-Based Approach".



Key topics covered:

- Story of how Dr. Balakrishnan became an Ophthalmologist
- Great opportunity and success of co-management
- Importance of communication between Optometrist & Ophthalmologist

ADV Vision's Impact in SLO Noor Clinic

The Noor Clinic Foundation is a non-profit organization that provides health care services to uninsured patients, free of charge. The eye clinic services range from eye exams, eyeglasses, glaucoma treatment/care, and diabetic care. Optometrist, Dr. Rupert Chowins, is the Director of the eye clinic and also a long-time friend of Dr. Adam Abrams, M.D.. The Noor Clinic provides 90-95% of eye care services to patients with the remaining services provided with the help of ADV Vision.

The Change:

- Each month, Dr. Abrams and Oak Park Surgery Center provide 2 free surgeries to Noor Clinic patients
- In result, this takes away the cost of a surgery center & an anesthesiologist

What the Noor Clinic Has to Say:

- Dr. Chowins is grateful for the teamwork, respect, and kindness of ADV staff
- "It is such a gift to have ADV; they have really stepped up"
- "Eye surgery can be scary, but ADV makes patients feel very comfortable"



Dr. Abrams and the ADV staff are filled with joy each time they are able to change the lives of patients and look forward to helping many more in the future!

Why Cataract Surgery is Important?



By the age of 80, 50% of patients will develop cataracts



Crashes decrease by 35% after the 1st surgery and 48% after the 2nd surgery



Decreased vision in the elderly has been associated with a decrease in their mental, emotional, and physical well being

Here is a visual of the difference of what cataract patients see with cataracts vs. after surgery:

HEALTHY LENS



CATARACT



VSP's New Protocol

The newest regulation of VSP (Vision Service Plan) includes the change of ophthalmic product formulary converted into two categories for anti-reflective coating, progressive, and digital vision lens products. The implementation includes the reduction of 50% for products that are not listed on the preferred list. This plan is set to go into effect **January 1st, 2021**. Due to this new ruling, Optometrist have been more than ever motivated to co-manage laser eye procedures.

The Newest Glaucoma Technology: OMNI

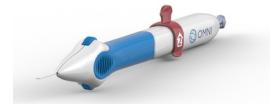


The new OMNI Micro-Invasive procedure has an outstanding safety profile and is very versatile. This new technique targets all three points of resistance, and provides the option of being performed in conjunction with cataract surgery!

The way it works:

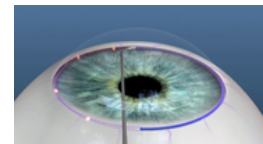
Micro-Invasive Approach:

The surgeon will use a pre-existing incision if the procedure is being done at the time of cataract surgery or will make a small (2-4mm) incision in the clear cornea to access the "natural drain".



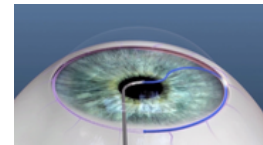
Viscoelastic Delivery:

The surgeon will use the cannula to insert a thin tube (microcatheter) into the main pipe of the drain (Schlemm's Canal) to deliver a small amount of elastic fluid (viscoelastic).



Trabeculotomy:

The surgeon can also thread the tube (microcatheter) into the main pipe (Schlemm's Canal) and remove the first layer of potential resistance, Trabecular meshwork which is the top of the drain.



Due to this technology, it enables providers to offer titratable therapy to a wide range of patients with Glaucoma. DLV Vision is now offering this beneficial procedure and now booking patients! Patients can **call (805) 987-5300** or **text (818) 874-3048** to book an appointment! If you would like to learn more about this procedure, please visit omnisurgical.com.

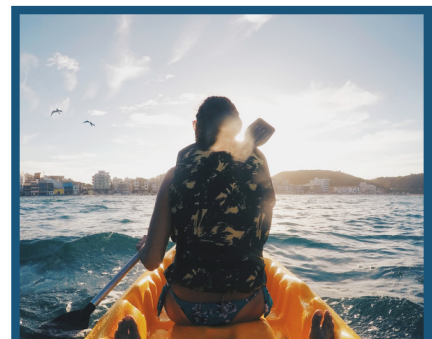
Patient Trends



ABOUT 30% OF PATIENTS SPEND BETWEEN \$500-600 A YEAR ON CONTACTS OR GLASSES



OVER 50% OF PATIENTS STATED THAT GLASSES OR CONTACTS ARE NOT WORKING WELL FOR THEM



ABOUT 50% OF PATIENTS ARE THE MOST EXCITED ABOUT THE CONVENIENCE OF CLEAR VISION

Patient Spotlight

Tony Barranda, ICL Surgery

- Works in Engineer Consulting
- Suffered from poor vision for 35 years
- Received surgery from Dr. Balakrishnan
- Excited to now be able to swim with his eyes open and finally be free from contacts



PHOTO BY DLV & ADV TEAM

Congratulations to Tony on his new vision! Throughout the whole video testimonial, he gave a huge thanks to DLV staff and Dr. Balakrishnan. When speaking about Dr. Balakrishnan, he stated, "When I met her, there was an instant connection. You can tell she is very dedicated to her job.". From start to finish, it was clear that Tony had an amazing experience at DLV Vision.

Growing Trend of Refractive Surgery

Refractive surgery has been on the rise since COVID-19, especially LASIK. This month alone, refractive surgery has had a 92% peak of popularity on Google. As the patient population rises, there is an increase in unmet needs from ODs, which is a fantastic opportunity. Overall, developing a strong relationship with a qualified surgeon provides your practice with the opportunity to grow.

There is now a fantastic ongoing program called "RSA Grand Rounds" for student opticians that include the following benefits:

1. RSA Student Organization

- Organization for students
- Adjunct for education
- Support for refractive career interests

2. RSA Grand Rounds

- Comprehensive education
- Collaborative care members
- 12 modules
- 90 minutes each
- Will be recorded on 3rd Wednesday at 8 pm EST

Year 1 of Grand Rounds

- Live CE & Quiz
- Enduring CE

Year 2 of Grand Rounds

Quiz for attendance

Enduring CE

3. RSA Internship

- Internships available in the US & abroad
- A 6-week consecutive position with practice for new graduate ODs



REFRACTIVE SURGERY
ALLIANCE SOCIETY

2 weeks nonconsecutive for practicing ODs

- Weekly Rounds
- Midterm & Final Quiz

4. RSA Certification

- Completion of all 12 Modules
- Completion of internship
- RSA Certification from College of Refractive Surgery

DLV ADVISORY BOARD HIGHLIGHTS

On July 29th, DLV Vision hosted an Advisory Board Meeting with a handful of Optometrists in the SoCal area. Guests included Dr. Michael Freeland, Dr. Rupert Chowins, Dr. Sam Shields, Dr. James Yoo, and more.

Here are the key highlights:

- Topics that were discussed are: current trends during COVID-19, LASIK, and webinar suggestions
- Optometrists suggested receiving more resources to promote LASIK and easier accessibility to send referrals over to DLV Vision
- LASIK numbers are growing substantially in COVID-19
- The versatility of webinar topics are preferred

In result:

- DLV Vision hosted a webinar called "How to talk to patients about LASIK" by Dr. Qadri
- A LASIK survey has been executed to capture the core values of LASIK patients and results have been shared with fellow Optometrists
- DLV Vision has also implemented QR codes for their text line to all marketing resources to make completion of referrals more accessible

Current Promotion:

Fall into **NEW VISION** with no more glasses!

Come Find Out About New Options For
ASTIGMATISM, MYOPIA, HYPEROPIA, AND READING GLASSES.



\$1000 OFF LASIK

ASK ABOUT ADVANCED LASIK FOR YOU

Come Join Us For A **FREE CONSULTATION.**
(Valued at \$200)
12 Months - 0% Financing Available.

"The Doctor's Doctor"
Office: 805.987.5300
Text: 818.874.3048
Online Appointments Available
doughertylaservision.com
info@doughertylaservision.com

- Free Consultation
- \$1,000 off LASIK Surgery
- 12 Months - 0% Financing Available



This promotion can all be found on both DLV and ADV Vision's website, under the "Specials" tab. Please contact Ron Zepeda or Matt Liff if you would like physical copies of these promotions.

Webinar Recaps

"How to talk to your patients about Lasik"

- Dr. Qadri shared statistical factors of LASIK and how co-management benefits optometrists
- She also covered different case scenarios that can happen with LASIK patients
- Attendees were given tips for post-operative care and received insights on the newest refractive trends

QUIZ SHOW #3 & SANTA MARIA VIRTUAL TOUR

- Dr. Abrams hosted a part 3 of his familiar Quiz Show
- Included a virtual tour of ADV's new Santa Maria office!
- If you missed this webinar, you can take a look at the office through Google maps. It is quite spacious and beautiful!

Cataract/RLE Surgery Co-Management

- In this webinar, Dr. Dougherty covered all aspects of DLS/Cataracts. Including the different stages of the condition, pre-op care, post-op care.
- **If you would like to learn more about any of the webinars, you can log into our "Doctor's Portal" on www.doughertylaservision.com.**

UPCOMING WEBINARS

- Dr. Vosoghi - 10/13/20 - TBD

DLV VISION PHYSICIAN SCHEDULE

On this page, you will find the schedule of all of our physicians. Below is a key to abbreviations to help guide you through this schedule. You can identify where each doctor is expected to be on the date listed. Please note this schedule is subject to changes. If you have any questions, please reach out to Ron Zepeda or Matt Liff.



September 2020

Monday	Tuesday	Wednesday	Thursday	Friday
31	1 No CXL Lamp DR. KENNEDY CAM AM/PM LE-WLV AM/PM BALA- CAM AM/PM	2 No CXL Lamp DR KENNEDY CAM AM/PM LE- CAM AM/PM May need 2nd OD in CAM BALA-OFF	3 No CXL Lamp DR KENNEDY WLW AM/PM LE-WLV AM/PM BALA - OFF	4 No CXL Lamp DR KENNEDY SV AM/PM LE- WLW AM /PM CRC- SV 8-11 BALA-WLV AM/PM
7 No CXL Lamp	8 No CXL Lamp VF CAM AM/PM KENNEDY- CAM AM/PM LE-WLV AM/PM BALA-FIELD AM/ FSC PM	9 No CXL Lamp KENNEDY WLW AM/PM LE-WLV AM/PM BALA-OFF HV-SIMI AM/PM PID-WLV AM/PM	10 KENNEDY WLW AM/PM LE-WLV AM/PM BALA-SIMI AM/PM HV-CAM AM/PM PID-WLV AM/PM	11 KENNEDY-SV AM/PM LE- WLW AM /PM VF- WLW / SV OPEN BALA-ENC AM / PM HV-OFF PID-OFF
14 HOLIDAY	15 KENNEDY-CAM AM/PM LE-WLV AM/PM BALA- CAM AM/PM HV-WLV AM/PM PID-SSC AM/PM	16 KENNEDY- CAM AM/PM LE-WLV AM/PM VF- CAM OPEN BALA-WLV AM /PM HV-SIMI AM/PM PID-STJ AM	17 KENNEDY- WLW AM/PM LE-WLV AM/PM BALA-OFF HV-CAM AM/PM PID-WLV AM/PM	18 CRC @ SV 8-11AM KENNEDY- SV AM/PM LE- WLW AM /PM VF- WLW / SV OPEN HV-OFF(not available) PID-OFF
21 KENNEDY - CAM AM/PM LE-CAM AM/PM DR. FUNNELL - WLW AM/PM BALA-SSC HV-WLV AM/BH PM PID-CAM AM/PM	22 VF CAM AM/PM KENNEDY- CAM AM/PM LE-WLV AM/PM BALA- OFF HV-WLV AM/PM PID-SSC AM/PM	23 KENNEDY- WLW AM/PM LE-WLV AM/PM BALA OFF HV-SIMI AM/PM PID-WLV AM/PM	24 KENNEDY- WLW AM/PM LE-WLV AM/PM BALA-SIMI AM/PM HV-CAM AM/PM PID-WLV AM/PM	25 KENNEDY- SV AM/PM LE- WLW AM /PM VF- SV OPEN BALA-WLV AM/PM HV-OFF PID-OFF
28 KENNEDY- WLW AM /PM LE-CAM AM/PM VF- WLW OPEN BALA- FSC HV-OFF- JEW HOLIDAY PID- AM/CAM PM	29 KENNEDY- CAM AM/PM LE-WLV AM/PM BALA- CAM AM/PM HV-WLV AM/PM PID-SSC AM/PM	30 KENNEDY WLW AM/PM LE-CAM AM/PM BALA-OFF HV-OFF PID-CAM AM/PM	1	2

Abbreviation Key

Doctors / Procedures

PJD = Paul J Dougherty, M.D.

HV = Houman Vosoghi, M.D.

BALA = S Asha Balakrishnan, M.D.

Le = Anh Le, O.D.

Kennedy = Devon Kennedy, O.D.

CRC = California Retina Consultants

VF = Visual Fields

Offices:

CAM = Camarillo

ENC = Encino

FSC = Freedom Surgery Center

SIMI or SV = Simi Valley

SLO = San Luis Obispo

SSC = Specialty Surgery Center

WLW = Westlake Village