

NEWSLETTER

The latest news and updates from our practice



IN THIS ISSUE

**CENTRAL COAST
LASIK SCHEDULING
UPDATE**

**WEBSITE & PRACTICE
UPDATES**

DROPS VS DROPLESS

UPCOMING EVENTS

A Message From Our Medical Director, Dr. Paul J. Dougherty

Happy New Year! With 2019 just wrapping up and it has been nothing but awesome so far! We've had the pleasure of working with some of the best optometrists on the planet while developing new relationships as well.

We are delighted to introduce our newsletter! This year we intend to keep you up to date with the most current news and developments which relate to the practice. Thank you for your confidence in our doctors and trusting us with the care and support for your patients!



There has never been a better time,
or a better laser, to give your patients the
gift of 20/20 vision in 2020!

Re-launch Lasik in Your Practice in 2020!



INCREASE your refractive referrals by 25% and WIN a night out with DLV & your Team!



Winners will be announced quarterly.



Monthly results will be delivered by your DLV, ADV Outside Sales Representative.



Practice Announcement



Congratulations to DLV Vision's In House Optometrist

Congratulations Dr. Qadri for being featured in Women in Optometry Magazine! We are proud of her accomplishments and cannot wait to see what else 2020 brings to her. Below is the link to the article.

During her rotations as a student at the Rosenberg School of Optometry, Dr. Qadri learned all she could about ocular disease in multiple settings. Through her connection with ophthalmologist Gregory D. Parkhurst, MD, she was introduced to DLV Vision, a thriving ophthalmology practice in the Los Angeles area. It was here where she found her new home and began another chapter of her journey in the world of optometry.

- <https://cutt.ly/hrmJjl3>

Paul J Dougherty Receives Top Doctor in LA 2020!

Congratulations to Dr. Paul J. Dougherty for being named a 2020 Top Doctor by Los Angeles Magazine! This special recognition will appear in this year's April issue of Los Angeles Magazine!

Los Angeles
MAGAZINE

TOP DOCTOR 2020



Upcoming Events for 2020

DLV Camarillo 2 hour CE & LASIK

Co-Management Certification Course

February 10 - 6:30PM - 8:30PM

- Allegretto Wavelight LASIK Co-Management
- Live Surgery
- Hands on Post-Ops and much more!

DLV Westlake Village CE

March 12 - 6:30PM - 8:30PM

- Cataract Co-Management Certification Course
- Learn about top 5 what if's
- Observe Post-Ops
- Learn about the Latest Pearls in Billing
- Watch a LIVE Lens based Surgery



Drops vs Dropless

Postoperative medication for cataract surgery comes in the form of topical drops or a “dropless” regimen, which can include intravitreal, intrazonal, intracameral, and sub-Tenon’s injections performed at the time of surgery. Dropless regimens circumvent the issue of patient compliance and certainly reduce chair time for ophthalmologists & optometrists. However, they can cause intraocular pressure spikes and some forms can cause floaters. Although drops do place a short-term burden on patients and require patient compliance, a topical medication schedule offers certain advantages as well. Regular instillation of topical steroid and non-steroidal anti-inflammatory drops allows more expedient resolution of corneal edema and can serve as adjunctive therapy for ocular surface disease. With an anti-inflammatory taper, patients may experience a lower risk of rebound inflammation and cystoid macular edema. Our go-to choice for our cataract patients is drops; however, we still offer dropless regimens for select and special cases.

Dropless

- Confusion Of Needing Drops Post Sx
- DM And ERM Still Needs Nsaid
- Complaints Of
 - Sub-conj Hemes
 - Floaters
- Capsular Bag Must Be Perfect To Use

3-1 Combo Drop

- Easy To Use For Everyone!
- Nsaids Included To Minimize CME
- No Sub-conj Heme/Floaters Related Sx

Did You Receive Two 1099s? Here Is Why!

Thank you for your continued support throughout 2019, we are happy that you could be a part of our family and that we could assist in the growth of yours as well.

We would like to take this opportunity to inform you that during 2019 we changed our legal business name from Paul J Dougherty MD Inc to DLV Vision Management. If you have received two form 1099's in the mail, please be advised that both 1099's represent your total production in 2019.

If you have any questions or concerns in relation to your 1099, please do not hesitate to reach out to our accounting department by email: bookkeeper@doughertylaservision.com or by phone: (805)987-5300 (Ask to speak with accounting). We look forward to continuing to grow with you in 2020 and the near future.

DLV & ADV Vision Call Center Saturday Hours

We are pleased to announce that we have extended our business hours to accommodate our patients and referring doctors needs. Every first and fourth Saturday of the month we will be open from 8 a.m. to 3 p.m.!

We hope that you and patients take advantage of our longer hours. If you have any questions please reach out to Ron Zepeda.



Billing Corner - Learn About Billing FAQs For Your Practice

The American Academy of Ophthalmology has published guidelines for repeated testing. Typically, one field per year is warranted for borderline or controlled glaucoma. Twice a year for uncontrolled glaucoma and three times a year for extreme cases such as one-eyed patients. In general, this and all diagnostic tests are reimbursed when medically indicated.

For more information - visit:

- <https://www.corcoranccg.com/products/faqs/visual-field-testing-oculus/>



Central Coast LASIK Update

We would like to inform you that Dr. Paul Dougherty will be our primary surgeon for all LASIK surgeries. LASIK will be performed at either our Camarillo location with the newest state-of-the-art technology, the Allegretto Wavelight 500hz Laser, or at our Westlake Village location with Topography Guided or regular LASIK on our Nidek platform. All patients who book refractive surgery will receive:

- An overnight stay at a local hotel
- A 24-hour post op at our office should the patient wish to stay overnight.

Due to unforeseen delays in construction of our new location at ADV in Santa Maria, our laser availability is yet to be determined.

Moving forward, all LASIK procedures including enhancements over cataract surgery are being done in Camarillo or Westlake Village until further notice with Dr. Dougherty. We hope to have our new location open by May 2020.

The WaveLight® Refractive Suite is the fastest refractive surgery platform available in the U.S.:

- The WaveLight® EX500 Excimer Laser is the only excimer laser to operate at 500 Hz, with an average treatment time of approximately 1.4 seconds per diopter¹
- The WaveLight® FS200 Femtosecond Laser is the fastest femtosecond laser available in the U.S., with a standard flap creation time of approximately 6 seconds^{1,2}
- The swivel bed is designed to optimize time between the flap creation and laser procedures. Its innovative engineering helps reduce the potential for³:
 - Stromal dehydration of the cornea
 - Flap shrinkage
 - Sensitivity to eye movements
 - Patient fixation fatigue

Express Referring Now Available

Who has time to wait? Capture the patient interest right away and call us to make an express referral. Minimal information required:

- Patient First & Last Name
- Phone number
- E-mail
- Preferred appointment time
- Best time to call patient



Patient Spotlight- DLV VIP, Dr. Anh Le's Mom

Our very own Dr. Anh Le's mother had cataract surgery with us recently. She was really scared about the operation since no one has ever done surgery on her eye before. The day of her surgery Dr. Dougherty and our staff made her feel comfortable and the procedure went well.

She said that the surgery was better than expected and is looking forward to having her other eye done!

Lens Type: Envista Toric

Pre-Op: 20/80 OS

Post-Op: 20/20 OS



Meet Our New Outside Sales Representative, Matt Liff!

Matt is a Southern California native. Grew up in Santa Clarita. He has always been active in sports and to this day is still a big fan. Dodgers, Lakers, Vikings. He enjoys traveling and trying new foods wherever he visits. Diners Drive ins and Dives gives him inspiration for his food journeys. Previously he worked at UCLA Housing Services for the past 10 years and went back and retrieved his BS in Business Administration last year. He is eager and excited to start his journey with DLV and ADV. Matt is also related to our long time Glaukos Rep, Rob Liff.



O.D. Advisory Board Panel

- Interested in collaborating with DLV Vision to shape the future of co-management?
- Want to weigh in to DLV's strategy surrounding optometry?
- Have suggestions on how we can form a better partnership?

Join our advisory board panel & become an integral voice in the future of DLV Vision - our advisory board panel has shaped our modeling and continues to offer us sage advice to continue to serve our network at the highest level.

DLV Vision Physicians Schedule

On this page you will find our physician's schedule. Below is a key to help with each abbreviation. Please note that this schedule is subject to changes. If you have any questions please reach out to Ron Zepeda or Matt Liff.

Abbreviation Key

Doctors:

PJD = Paul J Dougherty, M.D.

HV = Houman Vosoghi, M.D.

BALA = S Asha Balakrishnan, M.D.

Offices:

BH = Beverly Hills

CAM = Camarillo

ENC = Encino

FSC = Freedom Surgery Center

SIMI or SV = Simi Valley

SLO = San Luis Obispo

SSC = Specialty Surgery Center

WLV = Westlake Village

February 2020

Monday	Tuesday	Wednesday	Thursday	Friday
3 BALA-SSC AM HV-WLV AM/BH PM PJD-CAM AM/PM	4 BALA- CAM AM/PM HV-WLV AM/PM PJD-SSC AM/PM	5 BALA-BH AM/PM HV-SIMI AM/PM PJD-CAM AM/PM	6 BALA-SIMI AM/PM HV-CAM AM/PM PJD-WLV AM/PM	7
10 BALA-ENC AM/PM HV-WLV AM/PM PJD-SSC AM/CAM PM	11 BALA-FIELD AM/ FSC PM HV-WLV AM/PM PJD-SSC AM/PM	12 BALA-90210 AM/BH PM HV-SIMI AM/PM PJD-WLV AM/PM	13 BALA-SIMI AM/PM HV-CAM AM/PM PJD-WLV AM/PM	14 BALA-WLV AM/PM HV-OFF PJD-OFF
17 BALA-SSC AM HV-WLV AM/BH PM PJD-CAM AM/PM	18 BALA- CAM AM/PM HV-WLV AM/PM PJD-SSC AM/PM	19 BALA-WLV AM/PM HV-SIMI AM/PM PJD-STJ AM	20 BALA-SIMI AM/PM HV-CAM AM/PM PJD-WLV AM/PM	21 BALA-WLV AM/PM HV-OFF (not available) PJD-OFF
24 BALA-ENC AM/FSC PM HV-WLV AM/PM PJD-CAM AM/PM	25 BALA- SV AM HV-WLV AM/PM PJD-SSC AM/PM	26 BALA-BH AM/PM HV-SIMI AM/PM PJD-WLV AM/PM	27 BALA-SIMI AM/PM HV-CAM AM/PM PJD-WLV AM/PM	28 BALA-ENC AM/PM HV-OFF PJD-SLO AM only

March 2020

Monday	Tuesday	Wednesday	Thursday	Friday
2 BALA-SSC AM HV-WLV AM/BH PM PJD-CAM AM/PM	3 BALA- CAM AM/PM HV-WLV AM/PM PJD-SSC AM/PM	4 BALA-BH AM/PM HV-SIMI AM/PM PJD-CAM AM/PM	5 BALA-SIMI AM/PM HV-CAM AM/PM PJD-WLV AM/PM	6 BALA-WLV AM/PM HV-OFF PJD-OFF
9 BALA-ENC AM/PM HV-WLV AM/PM PJD-SSC AM/CAM PM	10 BALA-FIELD AM/ FSC PM HV-OFF PJD-SSC AM/PM	11 BALA-90210 AM/BH PM HV-SIMI AM/PM PJD-WLV AM/PM	12 BALA-SIMI AM/PM HV-CAM AM/PM PJD-WLV AM/PM	13 BALA-WLV AM/PM HV-OFF PJD-SLO AM
16 BALA-SSC AM HV-WLV AM/BH PM PJD-CAM AM/PM	17 BALA- CAM AM/PM HV-WLV AM/PM PJD-SSC AM/PM	18 BALA-WLV AM/PM HV-SIMI AM/PM PJD-STJ AM	19 BALA-SIMI AM/PM HV-CAM AM/PM PJD-WLV AM/PM	20 BALA- HV-OFF PJD- WLV AM
23 BALA-ENC AM/FSC PM HV-WLV AM/PM PJD-VACATION	24 BALA- SV AM HV-WLV AM/PM PJD-VACATION	25 BALA-BH AM/PM HV-SIMI AM/PM PJD-VACATION	26 BALA-SIMI AM/PM HV-CAM AM/PM PJD-VACATION	27 BALA-WLV AM/PM HV-OFF PJD-VACATION
30 BALA-ENC AM/PM HV-WLV AM/PM PJD-CAM AM/PM	31 BALA- CAM AM/PM HV-WLV AM/PM PJD-SSC AM/PM	1	2	3