



# Affiliate Doctor Newsletter



DLV and ADV Vision is excited to announce the release of our Quarterly Affiliate Newsletter. Thank you all for another start to an amazing year of growth and collaboration together. We wanted to take the time to share with you how grateful we are for all of the support you, our referring Doctors, give us each and every 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.

## **A Message from Dr. Dougherty!**

Dear Affiliate Doctor,

We are excited to announce the expansion of our administrative offices located at [4333 Park Terrace Drive, Westlake Village, CA 91362](#). The administrative office will house our billing department, call center, business office, and marketing. In our current office, we are adding a patient relaxation room which will include massage chairs and have the look of a high end airport lounge. Lastly, we are adding two new exam lanes and remodeling our in office lens suite.

We are thrilled about our move and will host an open house after the beginning of July 2018.

Thank you so much for your continued support.

Sincerely,

Paul J. Dougherty, M.D.  
Medical Director

**California Retina joins the  
DLV Vision Team!  
CALIFORNIA RETINA CONSULTANTS**



DLV Vision is excited to announce that based on the needs of our network of referring Doctors, California Retina Consultants will be offering retinal services out of our Westlake Village location. California Retina Consultants is one of the top retinal practices in the US, and prides themselves in close working relationship with optometry. As vitreoretinal specialists, they provide comprehensive medical and surgical treatment for all disorders of the retina, macula, and vitreous. Other treatments include:

- Treatment for Age Related Macular Degeneration
- Diabetic Retinopathy
- Treatment for Retinal Detachment
- Laser Treatments
- Injections
- PDT
- Retinal Surgeries
- Treatment for Macular Hole
- Treatment for Macular

California Retina Consultants will see patients at DLV Vision's Westlake Village location.

Appointments with California Retina Consultants can be made by calling their office at 805-695-2462 or faxing a referral in to 805-456-2962.

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

ADV Vision is excited to announce that due to the needs of our referring doctors SLT Laser Treatment for Glaucoma will now be offered for your patients at all of our locations.

Why ADV Vision for your Glaucoma Referrals?

- ADV Vision focuses on excellence in co-management. All patients will be sent back immediately with flawless communication.
- ADV Vision strives for perfection in the patient experience. Each patient will be treated as family.
- ADV Vision calls EVERY referral within 60 minutes of receipt.
- ADV Vision and Dr. Abroms will continue to invest in optometry through outreach and Continuing Education.

Appointments with Adam Abroms, M.D. can be made online at [www.advvisioncenters.com](http://www.advvisioncenters.com), or by calling our

office at (805) 987-5300, or fax a referral to (805) 621-7737. For more information, visit our website [www.advvisioncenters.com](http://www.advvisioncenters.com) or [www.doughertylaservision.com](http://www.doughertylaservision.com), or feel free to contact us at [info@doughertylaservision.com](mailto:info@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!

## **Andrew Dougherty Vision Foundation Announcement**

The Andrew Dougherty Vision Foundation, a charitable, non-profit organization, is dedicated to improving the quality of life for people in the United States and around the world, mainly in war-torn and disaster struck areas, by providing pro bono vision correction surgeries to those in need. The organization also provides local surgeons in those areas with training in the most up-to-date cataract and refractive surgery techniques so they may carry on the organization's mission.

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).

## LASIK Insight

**DLV VISION** 805.987.5300 • [doughertylaservision.com](http://doughertylaservision.com) • [info@doughertylaservision.com](mailto:info@doughertylaservision.com)

Myopic LASIK	Up to -6 to -8
Hyperopic LASIK	Up to +3
Toric LASIK	Up to -6
PRK/LASEK	thin K, up to -3
SMILE	-1 to -8
Vision ICL	-3 to -25
Vision ICL (C Rica)	Any Rx
Lensectomy	>45 yo, high +/-
Keratoconus	Intacs, CXL

In regards to LASIK, there remains a huge opportunity to drive awareness in your practice about LASIK. Despite trends for LASIK fluctuating, there seems to be an overwhelming number of individuals who can still benefit from LASIK. Please reach out to DLV Vision on how you can incorporate a system in your practice to help capture those patients who are candidates.

## Cataract Options – DLV Vision’s Refractive Lens Packages

PACKAGES	LENS DESCRIPTION		NEED FOR GLASSES OR CONTACT LENSES
<b>STANDARD IOL PACKAGE</b>	• Basic IOL • Spherical	Medicare Covered + Co-Ins. + Deductible	<b>YES</b> For Reading, Computer And Likely Distance
<b>ECONOMY IOL PACKAGE</b>	• Nanoflex • Aspheric IOL	Out Of Pocket + Co-Ins. + Ded.	<b>YES</b> For Near and Computer, unless MonoVision
<b>PREMIUM IOL PACKAGE</b>	• Softec HD • Tecnis MF • Symphony • Symphony Toric • AMO Toric	Out Of Pocket + Co-Ins. + Ded.	<b>NO</b> In Some Cases Just For Reading And Possibly Computer If No MonoVision

Above are our cataract refractive lens packages that are offered at DLV and ADV Vision. The purpose of the graphic is to help educate the patient before their consultation to help drive awareness that there are multiple options available when it comes to their vision. Studies have shown that educating a patient before an appointment can help improve a patient’s experience significantly. Traditional practices of patient educations usually involve a brochure that is given to a patient prior to their procedure, instructions from the doctor and nurses on the day of surgery. Preferably, pre-educating the patient should begin from the first appointment till the day of surgery. It is important that you have an effective way to pre-educate the patient of the procedure and options that come with it. If you have any questions on how to pre-educate a patient please email Ron Zepeda at [RZepeda@doughertylaservision.com](mailto:RZepeda@doughertylaservision.com) or call/text at (702) 275-8216.

## Dysfunctional Lens Syndrome (DLS)

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<b>STAGE 1</b>	<b>42-50 Year Olds</b> <ul style="list-style-type: none"> <li>• Lens starts to stiffen, loses focusing power</li> <li>• Loss of near vision</li> <li>• Development of higher-order aberrations</li> <li>• Treatment options: Potential candidates for corneal laser mono/blended vision and corneal inlays</li> </ul>
<b>STAGE 2</b>	<b>50 Years and Older</b> <ul style="list-style-type: none"> <li>• Loss of accommodation</li> <li>• Light scatter formation degrading vision</li> <li>• Decreased contrast and night vision</li> <li>• Treatment options: Potential candidates for refractive lens exchange or mono/blended laser surgery with good education</li> </ul>
<b>STAGE 3</b>	<b>65 Years and Older</b> <ul style="list-style-type: none"> <li>• Full cataract</li> <li>• Poor visual quality</li> <li>• Nucleus of the lens yellows, affects color perception</li> <li>• Opacity with degraded vision</li> </ul>

Dysfunctional Lens Syndrome or in short DLS, is a term that has been used for the past 10-15 years which was designed to help better educate a patient about the progression of their natural lens from birth, and starting at age 42.

## W9 Forms Update!

As the New Year continues DLV Vision has been in the process of 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.

## Top 5 things you did not know about

### DLV Vision!

1. Dr. Dougherty DOES do Standard/ Basic Lens
2. Dr. Vosoghi does see patients for General Ophthalmology.
3. Over 60 years of experience in Ophthalmology
4. When calling press "0" and get a LIVE PERSON.
5. Renata is a black belt.

## DLV's Super Stars in the Making!



Bidkard Lopez is an employee that has started with DLV Vision in December of 2017. Since starting he had made an impact from the start. He is one of our best Call Center Patient Concierge. His hard work is recognized by other departments in the office. He

helps our I.T. department with technical issues the Call Center experiences. He also assists in the marketing department translating all of our brochures, and patient consent forms from English to Spanish. Lastly, he has been assisting in helping clean, and updating DLV's internal server. It is because of Bidkard's act of egalitarianism that he was just recently awarded Employee of the Month. He has found a way to assist others here in DLV Vision outside of the Call Center and many of our employees appreciate him for that. We see him as a positive figure in the company.



Hanna Hernandez is DLV's new Patient Counselor who will also be supporting Ron Zepeda with Outside Sales. She has years of management experience, most recently with LensCrafters, where she discovered her passion for eye care and became a Certified Optician. She is devoted to deliver the best patient experience possible and looks forward to working alongside our referring doctors.



**May 17, 2018-** San Luis Obispo 2-Hour CE Event. Time TBD. To receive more information, please email: [jkowalko@doughertylaservision.com](mailto:jkowalko@doughertylaservision.com)

**June 15, 2018 -** San Luis Obispo 2-Hour CE Event. Time TBD. To receive more information, please email: [jkowalko@doughertylaservision.com](mailto:jkowalko@doughertylaservision.com)



**July 6, 2018** - San Luis Obispo 2-Hour CE Event. Time TBD. To receive more information, please email: [jkowalko@doughertylaservision.com](mailto:jkowalko@doughertylaservision.com)

**September 26-29, 2018** – Vision Expo West

**November 4th, 2018** – 8-Hour CE Event

**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!

### **Updates on DoughertyLaserVision.com**

We have recently updated our website with newer better quality videos, also we updated our Patient Referral Forms. DLV Vision does not believe in only providing the best service for our patients, but for our referring doctors as well. We try to make everything easily accessible so we encourage all of our patients and referring doctors to visit our Resources page on our website. Here you and your patients can find:

- Announcements on our OD Calendar
- Exam Forms for NEW Patients
- Patient Referral Forms
- Pre-Op, Post-Op Forms
- Post-Operative Care Instructions
- Frequently asked questions
- DLV Vision Co-Managing Guide Book and more!

### **Patient Spotlight – June Quan “Stir and Style”**



I'm so thankful to Dr. Dougherty at [@doughertylaservision](https://www.doughertylaservision.com) for treating me with such care and giving me the gift of sight! #notsponsored

June Quan was born and raised in San Francisco, CA where she pursued a career as an entertainment lawyer. She has always had a passion for food even though she was practicing law. After moving to Los Angeles, her love and fascination for food propelled her to start blogging her love for food. After realizing her true calling, she decided to dedicate her time fully to blogging, which eventually led to her successful Instagram channel @stirandstyle. Although June has a fascination for food, she also has interest in fashion and also pursued a career as a realtor. June had struggled with her near sightedness ever since she could remember, which is why she made the decision to see Dr. Dougherty. After finding out she was not a candidate for LASIK, SMILE, or PRK, Dr. Dougherty recommended ICL surgery due to how severe June's vision was. We are happy to announce that June began to see results right away after her surgery. She was so happy with her experience at our office and with her surgery she expressed her gratitude for the life changing procedure in one of her Instagram posts. We are honored that June entrusted us with her eyes and are happy to hear of her progress. Just like June stated

we gave her the “gift of sight”, which is what DLV Vision will continue to strive for!

## **Andrew Dougherty Vision Foundation Q1 Patient - John Turri**



John Turri is a seventeen-year-old boy who has been struggled with Keratoconus for the past 5 years. His eye sight as he explained was progressively getting worse day by day, which eventually was causing a multitude of problems. He was experiencing issues with blurriness around bright lights, which it made it difficult for him to be outside on sunny days, also his academic life was being affected because of his eye sight. He hopes that after the surgery he would be able to go out and enjoy a nice day in the sun without having to worry about his vision being sensitive to the light. John eventually wants to start driving after surgery. His mother, Amy, is a single mother of five and was just trying to make ends meet. Due to her living situation, Amy did not have the funds needed to have Crosslinking preformed on John. Dr. Dougherty heard about John’s story and asked to see him for a consultation. After reviewing John’s case, Dr. Dougherty preformed Crosslinking surgery on John and gave him the gift of vision. We are honored to have helped Amy, and her son John in enhancing his vision so that he can continue to live his life and pursue his life goals.

## **Reach Us Through Text!**

DLV Vision is now offering to all patients the ability to text and speak with a LIVE DLV employee! This gives your patients the ability to interact with an employee in real time and makes it more convenient as well! Patients can text (818) 874-3048.

## **Film your Surgery on Facebook LIVE!**

**Tag Your Patient on Facebook Live And  
Share It On Your Timeline!**



DLV Vision is now offering all patients to have their surgery filmed and streamed live on Facebook or Instagram! You can interact with viewers in real time and get live stats! Patients can sign up with their patient counselor and book their appointment to have their surgery filmed.