

DLV NEWS

Improving Lifestyle Through Quality Vision



DLV VISION READY TO ATTACK THE NEW YEAR

A Message From Our Doctor

Dear Affiliate Doctor,

Happy New Year! We would like to thank you all for your continued support and feedback. 2018 was a year filled with growth and new opportunities. DLV Vision opened two new locations and added the talented Dr. Asha Balakrishnan.

It is with your continued feedback that we continue to strive for excellence this year, DLV Vision would like to focus on internal operations and stabilization while continuing to improve our patient experience and co-management process. We wish you, your practice and patients a Happy and Healthy New Year!.



DLV VISION OPENS 6TH OFFICE!

We are thrilled to announce the opening of our 6th office located in Simi Valley, California. We will offer a broad scope of subspecialty care with our team of physician



MEET THE NEW FACES OF DLV VISION!

ASHA BALAKRISHNAN, M.D.



Dr. Asha Balakrishnan ("Bala") is a fellowship-trained cataract, cornea, and refractive surgeon and a board-certified ophthalmologist. She joins DLV after having served as the Director of the Cornea and Refractive Surgery Service and an Associate Professor of Ophthalmology at the University of Louisville. While there, she founded the Laser Cataract Surgery and Premium Intraocular Lens Programs and performed the first implantation of the newest Tecnis multifocal lens in the region in the Spring of 2015. She was in private practice in the Los Angeles area prior to joining the DLV team.

Scope of Practice & Services Offered

- General Ophthalmology
- Cataract Surgery
- Laser-Assisted Cataract Surgery
- Premium Intraocular Lens Implantation
- Complex Cataract Surgery
- Sutured Intraocular Lenses & Intraocular Lens Exchanges
- LASIK, PRK, SMILE
- Refractive Lens Exchange
- Phakic IOL (ICL)
- Corneal Collagen Crosslinking
- Corneal Transplants (PK, DALK, DSEK, DMEK)
- Iris Repair
- Ocular Surface Reconstruction
- Chalazion
- Dry Eye Evaluation
- Ocular Herpes

PRIMARY OFFICE LOCATIONS

- SIMI VALLEY (2 DAYS/ WEEK),
- ENCINO (1 DAY/ WEEK),
- BH (1 DAY/ WEEK)

SECONDARY LOCATIONS

- CAM / WLW (1/2 DAY A WEEK EACH).

"I had the privilege to see one of Dr. Bala's surgical outcomes from her old office and I am very impressed with her skills. The patient was aphakic with a torn Iris and she had performed a scleral fixated IOL procedure and iris reconstruction flawlessly. This is one of the most difficult things to accomplish in anterior chamber surgery. We are very lucky and excited to have another superb surgeon to the DLV team"

-Houman Vosoghi, M.D.





FARAH MILOUD, OUTSIDE SALES REPRESENTATIVE

Farah is our new Outside Sales Representative. She will be assisting Ron as an Outside Sales Consultant.

She double majored in International Business and International communications.

Farah comes with vast experience living abroad in international marketing & communications. In her free time, you will find her cruising down the PCH in her 1972 Mercedes-Benz before picking a spot by the waves to read her book or in the mountains hiking. An avid foodie, she is always looking for new dining experiences. And most of all, she loves to travel all over the world, experience new cultures and meet new people.

ELIZABETH VILLAVICENCIO, PATIENT COUNSELOR

Elizabeth Villavicencio is the newest addition to our Patient Counselor Department.

She graduated from California State University Channel Islands with a Bachelors in Business Administration and received a Master's Certificate in Hospitality Management from Cornell University.

Whether she's dealing with customers, guest, or patients her focus is ensuring the individual has the best experience possible. Putting patients first, working harmoniously, and effectively with co-workers and co-management team will be her focus. On her days off you can find her rollerblading down the SM Boardwalk/Oxnard Harbor, traveling, and/or spending time with her 17 year old daughter and two Maltese dogs.



DLV VISION - REFERRING TIPS & UPDATES

Dr. Dougherty

Primarily out of Westlake Village & Camarillo Full Time

- Do- send cataracts, LASIK, ICL
- Do - send premium lenses

Dr. Bala

Primarily out of Simi Valley, Encino, and Beverly Hills

- Do - send general ophthalmology
- Do - send cataracts, LASIK, ICL, & RLE to the office locations above
- Do - send basic lenses in Camarillo & Westlake Village (there ½ day per week)
- Do - send complex cornea & surgical cornea
- Do - send CORNEAL transplants
- Don't - send Ptyergium (we refer to Dr. Franz Michel)

Dr. Vosoghi

Primarily out of Westlake Village, Camarillo, Simi Valley, and Beverly Hills

Do - send glaucoma

Do - send SLTS

Do - send general ophthalmology



DR. DOUGHERTY'S CORNER

If your patient lives in Westlake Village area or Camarillo- I would encourage you to send Dr. Bala your corneal cases. I will continue to do the lion share of the LASIK/ Cataract surgeries in those respective markets. Dr. Bala will supplement our practice service offering by expanding our practice into Corneal Transplants and other surgical cornea.

UPCOMING EVENTS FOR 2019

February 19th - DLV Round Table Dinner - Oxnard

March 14th - DLV 2 Hour CE Event - Westlake Village

March 26th - DLV 2 Hour CE Event - Santa Barbara

April 10th - DLV Round Table Dinner - Woodland Hills

A FEW CLINICAL PEARLS

If your patient is approaching the need for cataract surgery & may have glaucoma. Please start drops right away. Insurance will only cover a MIG or an iStent if the patient is on drops at the time of the pre-op evaluation.

CO-MANAGEMENT BILLING 101

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
We are delighted & happy to walk you through the process & get you set up with the tools for SUCCESS!

DLV VISION OFFERING CUSTOM CALENDARS & MORE IN 2019!

We are excited to announce that we will now be making personalized monthly calendar ads, brochures, and posters to you our



referring doctors. If you wish to have a customized item made please reach out to Ron Zepeda or Farah Miloud from our sales department.

DLV VISION DIRECTORY

PAUL J DOUGHERTY, M.D.

Phone:
(805) 444-2015

Email:
Flapzap@gmail.com

ADAM D ABROMS, M.D.

Phone:
(805) 459-1637

Email:
Abroms@iCloud.com

RON ZEPEDA

Director of Sales

Phone:
(702) 275-8216

Email:
RZepeda@doughertylaservision.com

FARAH MILOUD

Outside Sales Rep

Phone:
(805) 424-9478

Email:
FMiloud@doughertylaservision.com

CAMARILLO

1821 E Daily Dr
Camarillo, CA 93010

Ph: (805) 987-5300
Fax: (805) 383-7900

SAN LUIS OBISPO

835 Aerovista Ln Ste. 110
San Luis Obispo, CA 93401

Ph: (805) 987-5300
Fax: (805) 383-7900

WESTLAKE VILLAGE

4353 Park Terrace Drive
Westlake Village, CA 91361

Ph: (805) 987-5300
Fax: (818) 707-7668

HOUMAN VOSOGHI, M.D.

Phone:
(323) 370-5296

Email:
DoctorVosoghi@gmail.com

ASHA BALAKRISHNAN, M.D.

Phone:
(757) 274-7287

Email:
SabalakRishnan.md@gmail.com

RENATA STONE, M.B.A.

Chief Executive Officer

Phone:
(805) 704-4677

Email:
RStone@doughertylaservision.com

BEVERLY HILLS

9100 Wilshire Blvd Ste. 265E
Beverly Hills, CA 90212

Ph: (323) 466-7737
Fax: (323) 962-9753

ENCINO

16542 Ventura Blvd #400A
Encino, CA 91436

Ph: (805) 987-5300
Fax: (818) 707-7668

SIMI VALLEY

2796 Sycamore Dr Ste. 101
Simi Valley, CA 93065

Ph: (805) 987-5300
Fax: (818) 707-7668

For more information, visit us at
www.doughertylaservision.com.

