

# NEWSLETTER

*The latest news and updates from our practice*



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

Welcome to our latest OD Newsletter where we hope to keep you up to date with news from the industry and our practice. We hope this year has been filled with much progress and success!

Here at DLV & ADV Vision, we've certainly enjoyed it! We recently participated in Refractive Surgery Alliance's global campaign for the month of July (Refractive Surgery Month) giving the gift of vision to two lucky patients. We also want to remind you that we have our annual 8 hour Continuing Education Event at the Westlake Village Inn coming up soon. Thank you all for your continued support and we know that all of you will finish the year off strong!

## Camarillo Gets The NEWEST Version Of The Allegretto Wavelight laser, Why The EX500 Is A Game Changer

By: *S. Asha Balakrishnan, M.D.*

We are thrilled to announce the arrival of the Wavelight EX500 excimer laser to our Camarillo office. The Wavelight laser is the fastest excimer laser currently available in the United States. It offers wavefront-optimized, wavefront-guided,



topography-guided, and asphericity-guided ablation patterns, to serve a wide variety of surgical plans and patients. The FDA approved this laser for (1) up to -12 D

of myopia and 6 D of cylinder, (2) up to +6 D of hyperopia and 5 D of cylinder, and (3) mixed astigmatism up to 6 D. These parameters are for wavefront-optimized treatments and are different for wavefront-guided treatments.

The Wavelight 500 is a flying spot laser. It delivers a spot size of 0.68 mm to reshape the cornea. It takes approximately 1.4 seconds to ablate 1 D with a 6.0 mm optical zone and 1.9 seconds to ablate 1 D with a 6.5 mm optical zone. The higher speed reduces the potential for stromal dehydration during treatment, flap shrinkage, and patient fatigue. The laser also features a 1050 Hz eye tracker that is synchronized to the laser.

Because the tracker monitors movement at a speed much higher than natural eye movements, it allows a highly precise placement of the laser pulses. Additionally, there is a cyclorotation tracker that utilizes iris and limbal landmarks to ensure appropriate patient positioning.

Notable features for surgeons include a LED slit lamp that allows immediate flap check at the microscope and optical pachymetry. With the slit lamp available at the laser, it is much easier to reduce the incidence of postoperative flap debris & striae requiring flap relifts.



The Wavelight 500 yields excellent results for the treatment of the full range of myopia and up to moderate levels of hyperopia. While the laser is approved for myopia up to -12 D and is quite economical in tissue ablation, patients with high degrees of myopia require significant baseline corneal pachymetry to ensure a safe postoperative residual stromal bed and to be considered for laser ablation. At our practice, we typically lean towards ICL for patients with high myopia over -8 and strongly advise ICL over -10. For such high refractive error, the ICL offers a superior quality of vision. Additionally, patients with myopia over -8.00 D carry a higher risk for ectasia, irrespective of other factors. However, each patient is different to the next and we consider all factors before recommending a refractive surgery option. Our goal is to offer the optimal treatment tailored to the individual and to offer them the highest quality of vision.

## Practice Announcement

Renata Stone, MBA and CEO of

DLV & ADV Vision Gets

Accepted Into YPO (Young Presidents Organization)

We are thrilled to announce that our CEO, Renata A Stone, has been accepted into the Young Presidents Organization (YPO)! This is an enormous achievement as this is a tremendously competitive group to join. It comes with very high criteria that needs to be met in order to qualify. Out of the 50 members in her chapter, the Golden West Chapter, she is the only female. We are incredibly lucky to have Renata as part of the DLV & ADV family!



DLV Vision's Optometrist, Dr. Sidra Qadri, Spoke At Vision Expo In Las Vegas!

Our very own Dr. Sidra Qadri was selected to speak at this year's Vision Expo in Las Vegas! She spoke at a live panel in front of her fellow optometrists and new graduates. This was a huge accomplishment and we are lucky to have her. Congratulations Dr. Qadri!



Dr. Qadri speaking at Vision Expo during her panel. Video of her talk will be released in the future.

### Upcoming Events

Oct 20th - SFVOS CE Event

Nov 3rd - DLV 8-Hour CE  
Westlake Village

Nov 5th - ADV 3-Hour CE  
Pismo Beach

Nov 21st - ADV Round  
Table Dinner  
Paso Robles

DLV Vision is hosting its annual 8-Hour Continuing Education Event this year on November 3, 2019.

Location - Westlake Village Inn

Time - 7:30 - 3:30

Tickets can be purchased on our Eventbrite page or [click here](#) for \$125..

### Patient Notes When Referring

When referring a patient, notes go a long way to streamlining the patient's visit, cutting up to 30 minutes of the patient's visit. The most important data you can send for the patient is the recent refraction and the glasses prescription. To send notes to our office, you can use our Doctor Portal, Text, E-mail, or Fax.

**Fax:** (818) 707-7668

**Text:** (818) 536-7253

**Email:** info@doughertylaservision.com

The screenshot shows a 'Co-Management Form' with the following fields: Referring Doctor\* (First Name, Last Name), Patient Name\* (First Name, Last Name), Patient DoB\* (dropdowns for month, day, year), Procedure\* (LASIK), Patient Chart (Choose File, No File Chosen), Additional File (Choose File, No File Chosen), Additional File (Choose File, No File Chosen), and Additional Notes. Red arrows point from a text box on the right to the 'Choose File' buttons and the 'Additional Notes' text box. The text box contains the instruction: 'You can upload patient notes by clicking the "Choose File" button, or you can manually type you patients notes in the box below.'

### Let's Get Busy! Our Two New Locations Have Open

#### Availability

##### Encino Office:

- General Ophthalmology Exams
- Cataract Exam & Refractive Consults
- Cataract Surgery in Encino

##### Simi Valley:

- General Ophthalmology Exams
- Cataract Exam & Refractive Consults
- California Retina Consultants offers Retina Evaluations



### St. Johns Hospital In Oxnard

Still going strong! Efficiencies have improved, yielding less wait time and better patient experiences.

## Renata's Business Corner

By: **Renata Stone, MBA**

As business owners, physicians, and coaches to our teams, we can fall into the pitfall of thinking categorically. It is critical to question the way we put information into categories in order to avoid, misclassify, or put data into a group that may not be right. For example, the Myers-Briggs Type Indicator, informs HR decision making at more than 80% of Fortune 500 companies (HBR, Oct 2019). It asks employees 93 questions that have two possible responses and categorizes them in 16 personality categories. Choosing one option or the other is dependent on variables and experiences relevant to the test takers current state of mind. Many individuals would change their answers depending on their emotional state or current life situation rendering the entire output of the test questionable. The variables of life impact our decision making and the outcomes accordingly based on situational thought processes. This can be dangerous because it could lead to data being categorized as more alike than it really is, it can amplify differences, and discriminate favoring certain categories over another. For example, messaging targeted at Millennials, or making assumptions about a Millennials ability to purchase an item or product could be faulty categorization. Each consumer is unique and should be treated accordingly with applying categorization bias. We have all been surprised at the customer who spends the most amount of money on glasses

or opts for refractive surgery unexpectedly. It is critical to question categorization biases and apply the human uniqueness to all we encounter on a day to day basis. Questioning categorization biases will allow us a broader view to expand and grow our businesses, be open to new possibilities, and see each new opportunity or person in a way that facilitates lifelong learning. What are you categorizing in your business today? Are your customer demands, needs, and desires changing? Are you categorizing how you see your business? Your patients? Your employees? Have you gotten into a pattern of grouping? We must continuously question decision making criteria and open our minds to the possibilities of life. (HBR, Oct 2019).



### 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

## Now Available- New Trifocal

### Intraocular Lens- PanOptix

We are now offering patients the Alcon AcrySof PanOptix and PanOptix Toric trifocal intraocular lens (IOL) implants, which were approved by the FDA on August 27, 2019. The PanOptix IOL's have already been in use for over four years in more than 70 countries. DLV Vision will continue to utilize Softec HD with blended monovision as our primary recommendation for those patients who want both distance and near vision. PanOptix will be recommended as a secondary line of treatment for patients who cannot or will not tolerate monovision.



The indications and candidate selection for AcrySof PanOptix and PanOptix Toric trifocal intraocular lens are as follows:

- Intolerant of monovision
- Patients with cataracts or are a candidate for a clear lens extraction
- Patients who want near and intermediate vision without compromising distance vision (except night vision).

Potential side effects are similar to that of a normal multifocal intraocular lens and include but are not limited to:

- Halo and/or glare at night or in low light conditions
- Risk of mild loss of contrast

Please note, a full pre-operative evaluation is required. We are thrilled that we will have this new lens option available for all patients.



## Optometry Practices Looking for Per Diem Help

- **Dr. Syed Ali** - Costco - Santa Maria - 3 days/ week - looking for a part-time O.D. - Please email [centralcoastvision@yahoo.com](mailto:centralcoastvision@yahoo.com)
- **Dr. David Camuccio** - Costco - Woodland Hills - Please email [dmcamuccio@yahoo.com](mailto:dmcamuccio@yahoo.com)
- **Dr. Viktoria Goldenberg** - Walmart - West Hills - Please email - [drviktoria@gmail.com](mailto:drviktoria@gmail.com)
- **Dr. Kim Jedrusiak** - Costco - Oxnard - Please email - [b4ureyes2020@aol.com](mailto:b4ureyes2020@aol.com)
- **Dr. Jeff Cohen** - Lenscrafters - Simi Valley - Please email - [drjeffcohen@gmail.com](mailto:drjeffcohen@gmail.com)
- **Dr. Jenny Park** - Lenscrafters - Woodland Hills - Please email - [topangafamilyvision@gmail.com](mailto:topangafamilyvision@gmail.com)
- **DLV Vision** - Westlake Village - 2-3 days/ week - Please email Renata Stone - [RStone@DoughertyLaserVision.com](mailto:RStone@DoughertyLaserVision.com)



## Patient Spotlight

Our Director of Sales, Ron, sitting with Kim Castillo, O.D. before her surgery with Paul J. Dougherty, M.D.. She was all smiles and ready to have clearer vision!

On her one day post-op exam, Dr. Castillo was seeing 20/20 OU. We are honored to have helped and give her the gift of vision so that she can continue to do outstanding work.

**Pre-Op:** 20/ CF OU

**Post-Op:** 20/20 OU

## DLV Vision Promotes our Scribe, Hillary, To Patient Counselor

Hilary, our new Patient Counselor, has a BS in Healthcare Management and certifications in medical billing, medical coding and medical scribing. She started as a scribe, but is now moving on to her new role as Patient Counselor. We are incredibly happy for her to start this new chapter. With her technician knowledge we know it will allow her to communicate well with patients and help them through this process. Hilary will make a patient's experience here at our office that much better.

## O.D. Advisory Board Panel

Interested in joining? Want to weigh in to the future at DLV Vision? Please email us if you are interested. Emails can be sent to [info@doughertylaservision.com](mailto:info@doughertylaservision.com).



**Film your Surgery on Facebook  
LIVE! Tag Your Patient on  
Facebook Live And Share It On  
Your Timeline!**

