

Welcome to *Integrating Paragon CRT® Into Your Practice – BEST PRACTICE TIPS!* This comprehensive guide is designed to assist you and your staff with the first critical steps for integrating Paragon CRT into your daily practice.



This guide brings together the best ideas and strategies from Paragon CRT practitioners from all over the country who are watching their practices expand, their revenues increase, and their dependency on managed and vision care plans decrease. The practitioners who have shared their “*BEST PRACTICE TIPS!*” in this guide have found offering Paragon CRT to their patients has increased professional satisfaction, and added a significant source of revenue to their practices.

### Why Paragon CRT?

*“Corneal Refractive Therapy has now been part of my practice for over three years. The patients I’ve fit have ranged in age from 14 to 52 years of age, the gender mix is about 50/50 and the vocations of those fit vary as widely as is possible. Executives to teachers, lawn service employees to high school students, the mix is astounding. Virtually everyone in any vocation and lifestyle is a Paragon CRT candidate.*”

*Each and every Paragon CRT patient is similar to patients you and I and all the other optometrists and ophthalmologist care for across the country. This broad demographic profile for Paragon CRT patients lends itself to the conversion of spectacle wearers and contact lens wearers; it’s merely a matter of approaching patients in an educational fashion and making them aware of Paragon CRT as an alternative to correct their vision.”*

**Walt West, OD, FAAO**

### HOW TO GET STARTED

The introduction of a new therapeutic service into a practice, while exciting, is often challenging for both doctors and staff. This guide brings proven ideas for the quick and successful integration of Corneal Refractive Therapy into the daily routine of a busy practice. Implementation is broken into THREE STAGES.

### STAGE 1 – GETTING STARTED



#### **BEST PRACTICE TIP #1: LEARN FROM YOUR COLLEAGUES**

Take advantage of the extensive knowledge and ideas Paragon and your colleagues have to share. Login to the FREE monthly web seminar series hosted by Paragon. To register: log on to the Eye Care Practitioner section of [www.paragoncrt.com](http://www.paragoncrt.com).

*“I’ve attended several of Paragon’s “Ask the Experts” seminars and have acquired several tips from each session. The information I received has helped improve the speed and efficiency of fitting my patients with Paragon CRT.”*

**Ivan Lee, OD**

STAGE 1: TRAINING & EDUCATION

STAGE 1 Focus on preparing a strong foundation for success.

- I. TRAINING YOUR STAFF
- II. DETERMINING FEES & PAYMENT OPTIONS
- III. ESTABLISHING FINANCIAL OBJECTIVES
- IV. DEFINING “FIT” AND “PRESENTATION” GOALS

**Activity Check List: STAGE 1**

- Date Assigned for Training: Allocate 60 Minutes
- Preparation: Document Reasons for Integrating Paragon CRT into Your Practice
- Preparation: Determine Fitting Fees and Payment Policy
- Preparation: Assign Staff Member to Present Paragon CRT Educational Material
- Preparation: Assign Staff Member to Prepare Training Handouts/Set up AV
- Preparation: Assign Staff Member to Prepare “Frequently Asked Questions” Handout
- Preparation: Assign Doctor to Prepare “Candidacy” Discussion/Handout
- Establish Revenue Goals
- Establish “Fit & Presentation” Goals



**TRAINING YOUR STAFF!**

In order to fully benefit from the implementation of this new service option, educating your staff on the basics of Paragon CRT is fundamental to optimize clinical results, promote patient awareness, and impact revenue.

**RECOMMENDED TRAINING AGENDA:**

- Paragon CRT Product Overview
  - ⇒ How Does It Work
  - ⇒ How Does It Benefit **Our** Patients
  - ⇒ Watch Paragon CRT Patient Information Video
  - ⇒ Review Patient Selection Guidelines:
    - Adult Candidates
    - Teenage & Child Candidates
  - ⇒ Review Fee & Payment Policies
  - ⇒ Review Patient Education Process
  - ⇒ Review Scheduling Requirements
  - ⇒ Review FAQ’s on Corneal Refractive Therapy

The following handouts are included in the In-Office Marketing Section of *Connecting Revenue & Treatment with Paragon CRT<sup>®</sup>* practice management and marketing manual.

- Basic Information for Patients
- Frequently Asked Questions & Answers
- Most Frequently Asked Consumer Questions

One of the best marketing tools a practice can have is a staff member wearing the lens. Paragon and your authorized laboratory offer a special program to provide Paragon CRT lenses for staff members free of charge. Contact your authorized laboratory for ordering information.



**BEST PRACTICE TIP #2: START FITTING TODAY!**

Every practice has patients that are open to trying new treatment options. You are most likely to succeed by using the following criteria for your first fits and selecting a patient who is frustrated with his choice of eye wear:

- Range of Myopia from – 1.00 to – 4.00
- Moderate Astigmatism under –1.00
- K Readings between 42.00 and 44.00

*“Mine your own patient database - who knows your own patients better than you? To get started, I spent 3 hours on a Saturday afternoon reviewing my patient charts for potential CRT candidates. I pulled thirty charts and personally made a phone call to each potential candidate to introduce them to Corneal Refractive Therapy and how I thought this new technology might be right for them!”*

**Jerry Legerton, OD**



**DETERMINING FEES & PAYMENT OPTIONS**

When establishing your fee policy, consideration should be given to the cost of doing business:

- Professional Services: Testing/Chair Time/Dispensing/Follow-up Visits
- Cost of Goods: Lenses/Spare Pair/Lens Care System
- Competitive Positioning: Service Availability in your Market/Competitor’s Fees

Satisfaction with your practice greatly increases when your patient fully understands the total cost of Paragon CRT up front. Combining all charges into one “Global Fee” covering a service period of one year is highly recommended, including a spare pair in the initial purchase fee. Document your Fee Policy in writing.

- ▶ **RECOMMENDATION:** For in-depth information on how to determine your fee, please review the “Finance/Pricing Considerations” section of *Connecting Revenue with Treatment with Paragon CRT<sup>®</sup>* practice management and marketing manual. Sample Patient Service Agreements are included.



**BEST PRACTICE TIP #3: MAKE IT EASY TO PAY FOR CRT!**

Consider offering interested patients a percentage savings off the price of CRT for pre-payment in full up front. A second option is to offer the CareCredit® interest free payment plan. More information on free enrollment through Paragon Vision Sciences is available in *Connecting Revenue & Treatment with Paragon CRT®* practice management and marketing manual. On average, 5% to 10 % of patients will take advantage of financing options.



**ESTABLISHING FINANCIAL OBJECTIVES**

*“With the (Paragon CRT) profit not being managed out by managed care, not planned out by vision plans and not divided by co-management relationships, I am encouraged by the added profitability that fee-for-service Paragon CRT provides my practice.”*

**Walt West, OD, FAAO**



Setting and sharing defined productivity and revenue goals with your staff helps to maintain focus, especially during the introduction of a new product or service. Follow the steps outlined in Exercise One and Two to establish your personal “Financial Objectives” and the monthly “Fit and Presentation” goals required to meet your annual sales objective.



**BEST PRACTICE TIP #5: CRT = IMPROVED PROFITS**

Revenue potential from Paragon CRT can have a significant impact on your bottom line. To better understand “profit potential” for your practice, complete Exercise #1 by filling in the numbers below.

**EXERCISE #1: PROJECT YOUR “PER PATIENT REVENUE & ANNUAL SALES GOAL”**

Step 1: YOUR PRACTICE: 1 New Patient Paragon CRT Prescription

Your Practice Fee =	\$	Global Fee
Your Cost of Goods =	\$	Include cost of spare pair
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GROSS PROFIT =	\$	Fee minus Cost of lenses



**DEFINING “FIT” AND “PRESENTATION GOALS**

Your next step is to determine “Fit and Presentation” Goals. Begin by setting reasonable, achievable volume goals that blend with daily operations. Include both the number of Paragon CRT presentations made to potential candidates, and the number of expected conversions to prescriptions. Review the following:

**INTRODUCTION PHASE: FIRST 13 WEEKS**

**FIT: 1 PRESCRIPTION per Month**  
**PRESENTATION: 40 PRESENTATIONS**

Establish Graduated Weekly Goals:

Weeks 1 to 4:	# of CRT Presentations = 40	# of CRT Prescriptions = 1
Weeks 5 to 8:	# of CRT Presentations = 40	# of CRT Prescriptions = 1
Weeks 9 to 12:	# of CRT Presentations = 40	# of CRT Prescriptions = 1
Weeks 13 to 16:	# of CRT Presentations = 40	# of CRT Prescriptions = 2
Weeks 17 to 20:	# of CRT Presentations = 40	# of CRT Prescriptions = 3
Weeks 21 to 24:	# of CRT Presentations = 40	# of CRT Prescriptions = 4

**GOAL = 12 CRT FITS PER MONTH**



**BEST PRACTICE TIP #6: SHARE THE KNOWLEDGE & THE WEALTH!!**

Keep your staff involved and motivated! Share weekly “Presentation” and “Prescription” results with all staff to review. Share your success with a small reward – treat everyone to lunch, movie tickets, or a box of candy! A simple acknowledgement of a job well done will help everyone remain enthusiastic and committed to your goals.

*“Our practice has an office pool. We allocate \$25 per CRT patient to the pool and our staff votes on how they want to spend their bonus. This method of reward fosters a team approach.”*

**Nick Despotidis, OD, FAAO**



**CONGRATULATIONS!** You and your team have just completed STAGE 1. Look for more **BEST PRACTICE TIPS!** in STAGE 2 of *Integrating Paragon CRT Into Your Practice*.



HANDOUT for Staff Training:

## **PARAGON CRT® Patient Selection Guideline**

Paragon CRT is a unique oxygen permeable contact lens design that temporarily corrects myopia with or without astigmatism by gently reshaping the cornea during sleep allowing patients to go through the day without wearing contacts or glasses.

### **CLINICAL**

The Paragon CRT lens is the first lens to be approved for its safety and efficacy by the FDA for the treatment of Myopia and with or without moderate Astigmatism:

Approval range:    Myopia:        Up to -6.00 Diopters  
                          Astigmatism: Up to -1.75 Diopters

Optimal vision can be reached in 7 to 14 days! There are no age restrictions and the treatment is reversible. For most patients their vision returns to its original state in as little as 72 hours.

### **BEST CANDIDATES**

Adult and adolescents who wear soft contact lenses and glasses.

Contact lens and glasses patients with complaints about their current correction option.

Inconvenience  
Interference with Outdoor or Sporting Activities  
Care & Handling Problems

Irritation from Allergies, Dust & Wind  
Scatched Lenses & Broken Glasses  
Lost & Torn Lenses

### **REFRACTIVE SURGERY CANDIDATES**

Paragon CRT offers a safe, non-surgical option for the many patients are interested in the benefits of refractive surgery to reduce their dependence on glasses and contact lenses, but do not proceed for the following reasons:

Fear of Surgery  
Fear of Poor Outcome  
Fear of Irreversibility

Too Young for Refractive Surgery  
Cost