

## **Maximizing efficiencies and workflow in a technology focused private practice**

A look at incorporating ZEISS hardware and software into the optometric world



**Dr. Wes McCann**

Optometrist at Central Optometry in London (ON), Canada



Seeing beyond

Technological advancements in the eye care sector are accelerating at an unprecedented pace. Practitioners are now able to detect disease earlier than ever before, allowing them to slow down debilitating ocular diseases and constantly increase beneficial outcomes. In addition, the industry's growing suite of diagnostic equipment provides an ever-increasing amount of patient data. As this information is essential for making the best clinical decisions, its management and organization for review in an effective and efficient manner is quite challenging. As time is valuable, the efficiency of a diagnostic tool is just as important as its performance. The decision of which equipment to buy for an ophthalmology clinic must take both factors into account.

A group of busy optometry practices in the area of London in Ontario, Canada, has adopted the ZEISS FORUM platform that facilitates up-to-date and streamlined disease management for patients. For the past decade, Dr. Wes McCann has been practicing in the city of London, and its surroundings and today owns six

practices throughout the Southwestern Ontario region. His team provides not only primary and urgent care optometry, but also myopia control, dry eye disease treatment, glaucoma management, as well as retinal disease monitoring and management. Having state-of-the-art practices is very important to Dr. McCann, which is why he has acquired Humphrey Field Analyzers and CIRRUS OCTs for nearly every one of his clinics. Since their introduction in 2017, Dr. McCann has also been deploying CLARUS 500 ultrawide fundus imaging (UWFI) systems at a number of locations, while IOLMaster 500s are used in two clinics for myopia management.

Electronic Medical Records (EMR) have been a vital component of patient management and optimized efficiency within his offices. However, the amount of data that needs to be managed for disease monitoring can be quite daunting. Dr. McCann has found that while an EMR is excellent at compiling clinical data in the examination room, its ability to manage all clinical data from ancillary tests is limited and it

does not accommodate the processing and integration of multiple data sets. "Having a separate 'ecosystem' that can compile all of our ancillary testing data is a vital component of efficient disease management at our practices," says Dr. McCann.

He employs an in-house IT manager who has been key in supporting the infrastructure and technical components across all offices. He has centralized all patient data, so if patients were to transfer from one office to another, their data could easily transfer with them. Each office's devices communicate with a centralized FORUM server that allows the consolidation of computer and networking hardware. Protecting data from both internal and external threats is an ever-increasing concern. Therefore, by having a single server to securely store all patient data, all IT demands could be streamlined with maximum security at a single location. In addition, a mixture of on and off-site back-ups helps prevent data loss.



*Dr. Wes McCann with ZEISS Retina Workplace*



*View into the examination room with ZEISS CLARUS 500*

When it comes to optimized efficiency and streamlining patient flows, Dr. McCann emphasizes that ZEISS FORUM has been one of the best investments his offices have ever made. While treating multiple patients with glaucoma, macular disease, and diabetes at his busy practices, it is important to have a workflow and software available at his fingertips that assist in managing patients. The more tests and diagnostics an office's portfolio contains, the more complex the workflow becomes. Practitioners are faced with the dilemma that on the one hand, there must be sufficient staff in the office to run all necessary tests, while on the other hand they need to avoid overstaffing due to administrative demands.

ZEISS FORUM has provided Dr. McCann a solution for his clinics by streamlining his patient flow. When the patient checks in, the EMR system exports all of that patient's demographics to FORUM, and FORUM then exports them to the current day's worklist on all diagnostic devices (OCT, VF & UWFI) with a single click. This saves separate entries on each

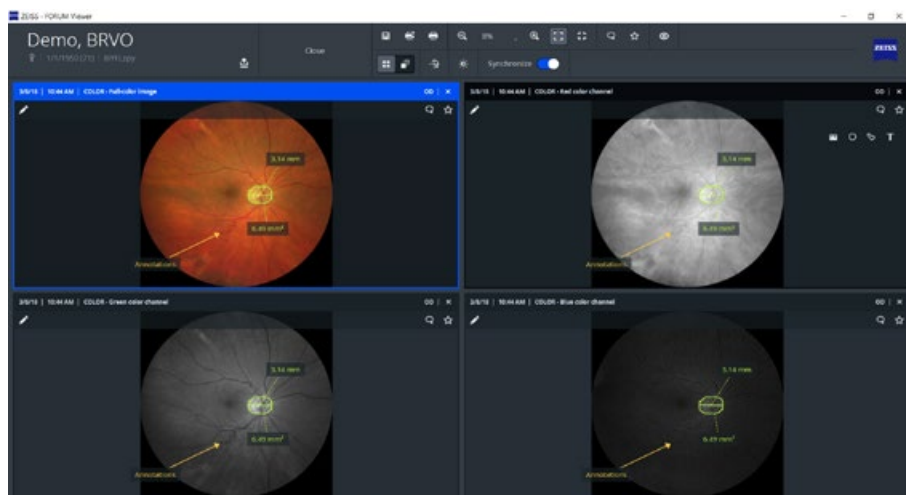
device and subsequent searching for the patients individually. *If it takes a staff member 3 minutes to enter a patient on each machine (Visual Field, OCT & UWFI), and these tests are performed on 20 patients a day, it adds up to 2 hours of administrative time. Streamlining this process to less than one minute per patient for all 3 devices combined saves Dr. McCann over \$10,000 a year in administrative labor costs for each of his clinics.* In the examination room, ZEISS FORUM helps Dr. McCann analyze OCT, VF and UWFI data through a single pane of glass. Glaucoma and Retina Workplace are two clinical applications of ZEISS FORUM that offers tangible benefits for managing the progression of disease.

Glaucoma Workplace allows both visual field and OCT scans to be integrated – enabling the practitioner to pick and choose processes to be included and excluded in the progression analysis. When managing a glaucoma patient and adjusting treatment regimes, Glaucoma Workplace allows assignment of secondary baselines in the examining room, and establishment of a new

trajectory based on the changed treatment plan. This helps Dr. McCann to better manage patients with a possibly progressive stage of glaucoma. At the same time, patients also appreciate seeing the graphical representation of their stability or declining ocular health, which helps increase their compliance with the suggested treatment.

Dr. McCann was one of the first practitioners in North America to preview the new ZEISS FORUM 4.4 and he is looking forward to working with the new version. *“With the included click to red-free view for monitoring choroidal nevi and the ability to annotate and take measurements right on the image, the move to ZEISS FORUM 4.4 will make managing patients even easier. Stereo view will also be introduced with the new software version, which will be a great asset for glaucoma management,”* he asserts enthusiastically.

The ZEISS family of instruments and software have made the daily processes of Dr. McCann's optometry practice easier and more enjoyable. He not only realized a positive return on investment but can now also offer a superior level of care for his patients. His experience in collaborating with the ZEISS team has been seamless and supportive. Dr. McCann proclaims: *“When you see our fully integrated offices in action, it is quite an impressive sight. Staff can focus on the patient instead of data entry, patients are impressed with the high-tech equipment, and I love having the integrated data analysis only a click away – I will never go back.”*



Color channel separation in ZEISS FORUM 4.4

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