

Boštjan Drev, Growing with PRESBYOND

VIDIM Eye Surgery Center, Celje, Slovenia



Seeing beyond

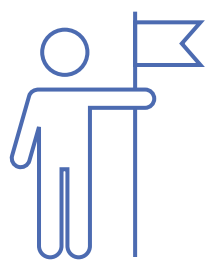
CHALLENGE

Dr. Boštjan Drev has been an ophthalmic surgeon for 22 years at VIDIM Eye Surgery Center in Slovenia. Until 2018, his only method of presbyopia correction was IOLs.

The clinic had faced limitations in effectively addressing the needs of many of their younger presbyopic patients, leading to slower growth in patient volume.

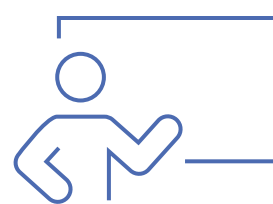
They needed to find a differentiator to boost patient volume. They evaluated new procedures to address the presbyopic patient segment and drive volume.

ACTION



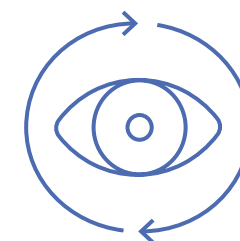
Differentiate from other practices

- VIDIM clinic was the first clinic in Slovenia to offer PRESBYOND® as a premium treatment option for presbyopia. They realized that adding different technologies would set them apart, as they had done with ZEISS SMILE a few years before.



Prepare clinic staff

- They educated staff on the advantages of PRESBYOND® for presbyopia and the results in patients without cataract to facilitate the transition to this procedure.
- They trained clinic staff on patient assessment and counselling, in addition to the clinical training on PRESBYOND® for surgeons.

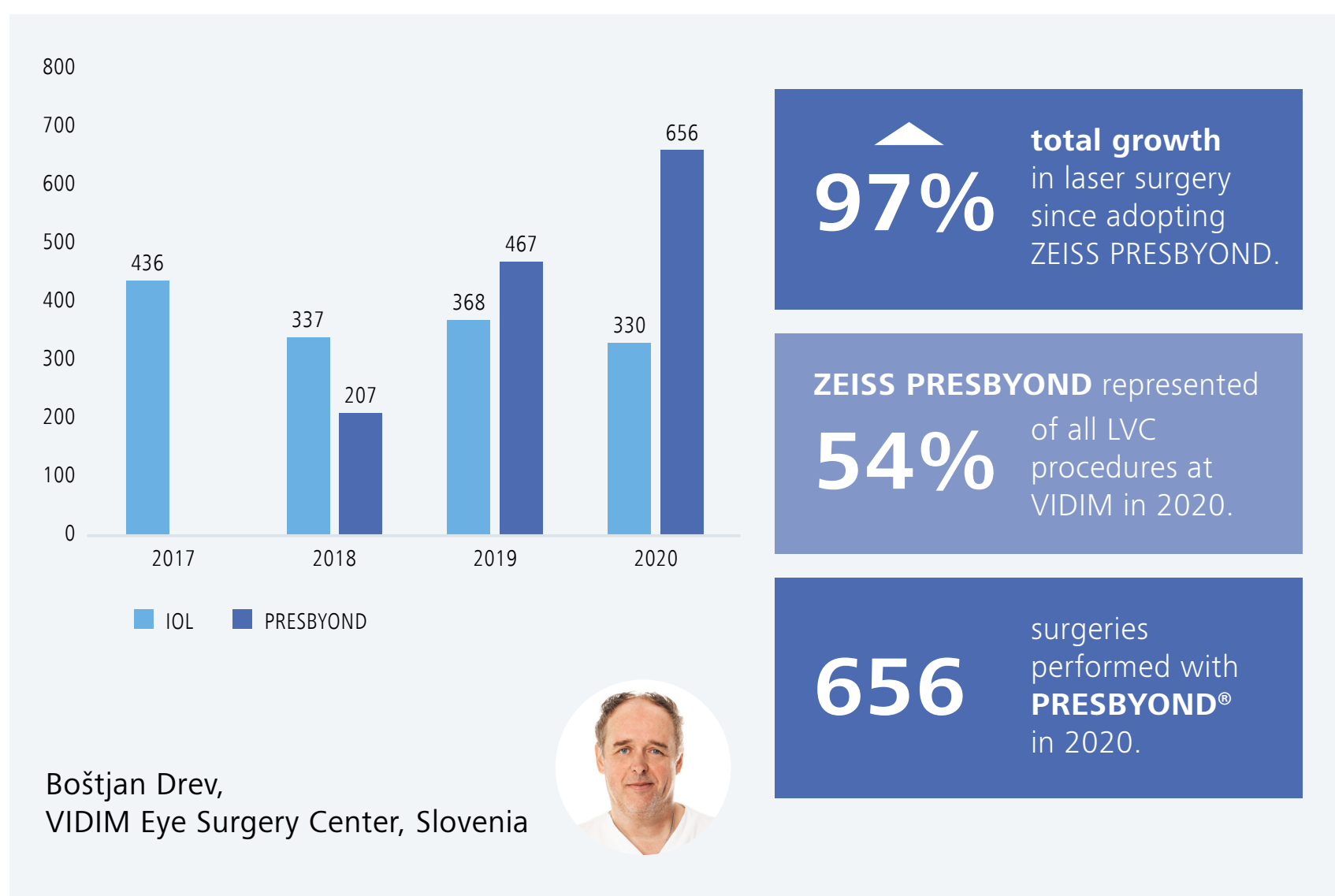


Assess workflow for efficiency

- VIDIM clinic aligned their processes to serve presbyopic patients well. They hired additional staff to cater to the increased demand.

RESULTS

- VIDIM Eye Surgery started performing ZEISS PRESBYOND in 2018.
- After two years, presbyopic patients were a significant portion of their patients, with PRESBYOND® becoming the preferred option for presbyopic patients without cataracts.
- Premium IOLs remain a good option for presbyopic patients with cataracts, thin corneas or other contraindications.



Would you like to start with ZEISS PRESBYOND? Contact us at zeiss.com/grow-with-PRESBYOND