

# **OPERATOR MANUAL**

# **The LVC Counselor™ Operator Manual**

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## **INTRODUCTION TO THE LVC COUNSELOR™**

The number of patients electing to have laser vision correction is roughly 5% of the population that could benefit from having it. Many practices spend over 6% of their gross income to generate a lead through external advertising. If a practice can convert 70 percent of these leads into surgery, they are usually happy with their conversion rate.

But the demand for Laser Vision Correction procedures was relatively flat in 2007 and is expected to remain flat or decrease in the coming years, primarily due to a reduction in consumer confidence, crisis in the mortgage lending industry, and high cost of energy. If practices don't increase the number of lead conversions, their business will suffer. The LVC Counselor™ was specifically designed to increase lead conversions by offering a means to consistently and dramatically demonstrate the benefits of laser vision correction while simultaneously addressing the two biggest obstacles that prevent patients from having surgery: cost and fear.

The cost issue is addressed by offering patient financing. Those practices offering patient financing tend to have better conversion rates as the prime market sector for laser vision correction is the 20-30 year old population who tend to finance most purchases over a thousand dollars. However, many practices, whether they offer financing or not, employ more than one refractive counselor and the presentation a patient receives can vary from poor to good to excellent, depending on the presentation skills of the individual counselor.

The fear issue has been more difficult to overcome. Femtosecond lasers have alleviated fear of someone cutting a flap in the eye but most patients fear that their vision could be made worse. Many primary eye physicians suggest you should never operate on a healthy eye and there are numerous cases posted on the internet where patients vision were indeed made worse. This fear can only be overcome with the knowledge that they are in a practice that has the best technology and the ability to provide each patient with an excellent outcome.

The LVC Counselor™ is a sales tool that addresses all of the issues addressed above: inconsistent skills of presenters, affordability through financing, and fear of the unknown outcome; and confidence that the practice can deliver excellent outcomes. Additionally, every practice is selling against something, be it a competitor or a lesser quality of service (i.e. conventional vs. custom). Using the LVC Counselor™ allows each practice to customize their software and brand their unique laser vision correction services.

Refractive surgery counselors tend to be better trained in the art of selling refractive services than cataract surgical counselors. But in many practices the true conversion rate is not known and not always validated with lead tracking reports. If a practice has one

counselor that converts 80% of the patients he or she counsels, and another counselor that is only converting 50% of the patients he or she counsels, the practice is only averaging 65%. Therefore one of the counselors needs more training or does not have the personality suited for the position.

The LVC Counselor can help practices determine their true conversion rate and which of their counselors are the best performers with its patient tracking program. Using this tool, a practice can track conversions from free consultations to full eye exams and full eye exams to surgery. At the end of the day, a report can be printed out to show how many patients were consulted and the status of each counseling session.

### **The LVC Counselor™ Software**

The heart of The LVC Counselor™ is a multilayered software application that contains a comprehensive series of simulations and animations, designed to help the doctor or surgical counselor explain myopia, hyperopia, astigmatism, blended vision, LASIK, Epi-LASIK, surface ablation, flap creation, eye tracking, and conventional, wavefront guided, wavefront optimized, and topographic guided laser technology. Regardless of your laser platform, you will have the tools you need to show how your technology works. Additionally, you will be able to address both of the main obstacles to saying yes to laser vision correction, cost and fear, by showing patients CareCredit® payment plans and surgical outcomes based on your personal outcomes or the laser manufacturers' clinical trials.

This systematized approach to explaining the costs and benefits of laser vision correction should serve as a roadmap for consistent messaging. Its step-by-step approach is easy to master by most patient counselors, regardless of their level of salesmanship.

As mentioned, the LVC Counselor™ software is a sales tool, not an informed consent tool. It is important that each patient receives your standard informed consent prior to having laser vision correction. The LVC Counselor™ CD contains a document called the LVC Counselor™ Acknowledgement Form. Please have your malpractice company review this document before using it with patients. It is provided in the Microsoft® Word format so you can easily modify it or incorporate it into your other written consent materials. It was created as a back up document to the Disclaimer Page contained within the software to assure patients understand that their results cannot be guaranteed and that it is impossible to create simulations that represent exactly how anyone will see due to a wide variety of surgical and individual healing factors.

## SETTING UP YOUR LVC COUNSELOR™

This section will provide the surgical counselor with a page-by-page description of the features of the LVC Counselor™ software and make scripting suggestions for each page. Most of this information is also covered in the Video Tutorials.

### Important Note:

The LVC Counselor is a Flash based program using the Flash Player memory to store data onto your local hard drive. The information you enter on the Set-up Page as well as the data recorded in the Patient Tracking Module will need to be stored through this application. If you want to adjust these settings just right click somewhere on the screen of your active LVC Counselor™ Software.



The Flash Player commonly pre-sets limits a memory capacity to 100KB. If other applications on your computer are also using Flash Player memory and if you choose to store a lot of data in the Patient Tracking Module, you may need to manually increase the Flash Player memory capacity on your hard drive. To do this, you will have to have Administrative Rights to make changes to your settings. If you want to adjust these settings just right click somewhere on the screen of your active LVC Counselor™ Software.

When the current memory is about to exceed its preset limit, a settings notification window will appear automatically displaying the current memory setting.



**YOU WILL NEED TO INCREASE THIS CAPACITY** by moving the slider to the right. Please be aware, if you keep the settings or decrease the local memory you will run the risk of losing all stored data on the Setup-page and in the Patient Tracking Module.

We highly recommend increasing this memory capacity after installing and opening the LVC Counselor for the first time. You can always access the settings information window by right clicking your mouse while in the LVC Counselor program. Then, select "Properties." Click on the folder icon to activate the local memory tab. Increase the default setting to "unlimited" at the far right and click on "close" to save the settings. This should significantly increase your memory storage capability.

## SET-UP PAGE

The screenshot shows the LVC Counselor Set-Up Page. At the top left is the LVC Counselor logo. The page is divided into several sections for configuration:

- Practice Information:** Name of Practice / Clinic: Your Eye Center; Name of Doctor: Your Name, MD; Password to return to setup screen: [blank]; LVC Counselor Design Choices: Fresh Orange.
- Patient Tracking Data:**  Patient Tracking Data (ON/OFF)
- Payment Plan Page:**  Payment Plan Page (ON/OFF). Currency: US\$. Options:  CoreCredit Payment Plan Calculator;  Generic Payment Calculator;  fake calculator.
- Simulation Scenarios:**  Surfing;  Sailing;  Shopping;  Fitness Center.
- Surgery Animations:**  CAPTURE Wavefront Map;  CAPTURE Wavefront Optimized;  CAPTURE Iris Registration;  FLAP LASIK Microkeratome;  FLAP LASIK Femtosecond.
- Procedure Description:** Enter Procedure Description: Conventional vs Custom. Enter Total Surgery Fees: 1500 vs 2000.
- Payment Fields:**  Payment Fields Under Simulation Screen (ON/OFF). Show Total Surgery Fee(s): . Show Your Favorite Monthly Fee(s) (Amount/Month): [blank]. Find Rate: [blank].
- Result Button:**  Result Button on Simulation Screen (ON/OFF). Headline: Your Eye Center Clinical Results. Table: 

<input checked="" type="checkbox"/>	94	94 % of our patients achieved 20/20 or better vision six months postoperatively without glasses or contact lenses
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

At the bottom, there is a green bar with a 'Setup Screen' label, a 'How to USE the LVC COUNSELOR™ - Tutorial Video' link, and a 'save and continue' button.

### Password to Return to this Set-Up Page

The Set-Up page allows you to enter your practice information and store it on your hard drive. If you need to change your settings after you have saved them, you can return to this page from the Module Selection page. However, you will have to enter the four-letter password “lvcc” for LVC Counselor™. This will keep curious patients from ever getting into your set-up page. You may also change this password to any word you prefer. **If you forget your password, simply close the program and open it again and it will open to the Set-Up Screen and you will see your password in the password field.**

First, enter the *Practice Name or Clinic Name*. If you have more than one doctor, we suggest leaving the doctor name field blank. These two fields will appear on each and every page of content to help brand the LVC Counselor™ with your practice. Then choose the *LVC Counselor™ Design* you want from the drop down arrow (Fresh Orange, Pink Panther, Blue Sports, or Black Star). Choose a design that meets your fancy, room décor or the Patient Type you are going to counsel.

### **Patient Tracking Data (ON/OFF)**

If you wish to track your counseling sessions, click on the box next to Patient Tracking Data. If checked, each session will require the entry of a) the patient name; b) the Counselors ID (initials); and c) the result of the counseling session while in the Patient Counselor interactive module. Clicking on the drop down menu to the right of Patient Tracking Data while in the Set Up page will reveal a report on the counseling sessions conducted since the last list was cleared. Please Note: **It is NOT possible to download this data into a data base.** However, we encourage you to print out the report at the end of each day to clear the available memory as it is somewhat limited..

### **Enter Procedure Description (EXTREMELY IMPORTANT)**

The LVC Counselor has two primary simulation scenes. The scenes that we call “Conventional” represents non-custom laser vision correction with outcomes showing slightly less than optimal day scenes and spherical aberrations (glare around lights) in night scenes. The scenes that we call “Custom” represents 20/20 or better vision with sharper and higher contrast scenes in day simulations as well as night simulations.

**YOU MAY CHANGE THE WORDS “CONVENTIONAL” & “CUSTOM”** to anything you want. These words appear under the simulations. If you offer conventional and custom, you may choose to keep them as they are. If you want to differentiate your practice that offers Custom from a competitor that is offering a low price based on having a conventional laser procedure, you could change “Conventional” to words like, “Discount LASIK” or “Other Laser Technology” and change “Custom” to “Jones Eye Custom LASIK” or “ALL LASER CUSTOM LASIK”. Another way to present the two images would be to label Conventional as “20/40 – 20/20 Vision” and label Custom as “20/20 or Better.” Doing it this way may better correspond with your Results Page statistics. When you tell patients that 96% see “like this” while showing the “20/40 – 20/20 Vision” and 68% of our patients see “like this” while showing them the “20/20 or Better Vision” it will help build confidence in that either result is a lot better than how they see now. **Re-naming these fields also allows you to continue using the same branded names you are already using in your internal and external marketing efforts.**

### **Enter Total Surgery Fees (located under Conventional & Custom procedure description fields)**

These fields allow you to enter the price of your procedures if you offer both Conventional and Custom. If you don’t offer Conventional and only do Custom, leave the Conventional Total Surgery Fee blank.

The fee amount you enter in the Total Surgery Fee fields will be automatically entered into the CareCredit® Payment Calculator contained on the Payment Plan Page within this software. Decide if you want to make this per eye or for bi-lateral. You can also change the prices you enter here on the Payment Plans page for any one patient, without its affecting the amounts that you originally entered on this Set-Up page, which are stored on your hard drive.

### Payment Field Under Simulation Screens (ON/OFF)

Decide if you want the price of your procedure(s) to be seen under the simulations labeled Conventional and Custom.

Payment Fields Under Simulation Screen (ON/OFF)	
<input checked="" type="checkbox"/>	Show Total Surgery Fee(s)
<input type="checkbox"/>	Show Your Favorite Monthly Fee(s) (Amount/Month)

If you elect to show prices under the simulation scenes, you now must decide if you want to **Show Total Surgery Fee** and/or **Show Your Favorite Monthly Fee** under the simulations.

If you want to show the Total Surgery Fee, check the boxes on the Show Total Surgery Fee line under Conventional and/or under Custom. . If you want to Show Your Favorite Monthly Fee, check the boxes under Conventional and/or Custom on the Show Your Favorite Monthly Fee line. NOTE: You can also show both the Total Surgery Fee and Your Favorite Monthly Fee simultaneously under the simulation screen by checking both boxes. If you do not offer both Conventional and Custom, check only the boxes you want displayed.

If you elect to show your favorite Monthly Fee under the Simulation Screens you should click on the drop down arrows in the **Find Rate** line

▼	Find Rate	▼
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and to select the payment plan term you want to show under the simulation screens. *These rates are based on the CareCredit Payment Rates and only accessible if CareCredit Payment Calculator is chosen above.* In the center of the payment listing you will see the terms from 3 months to 60 months. Move your cursor to the monthly term you want displayed under the simulations and click on it. Notice that the Months field is now populated with the monthly payment price and the term of the payment plan.

Be sure to contact your CareCredit™ representative prior to offering the CareCredit financing program to activate an account with them. They can be reached at 1-800-300-3046. **Use of the CareCredit Payment Calculator for any other purpose other than communicating terms and conditions of CareCredit Payment Plans is in violation of Federal Truth in Lending Laws and strictly prohibited. DO NOT enter procedure prices on this screen unless you are enrolled in CareCredit®. Should CareCredit payment options change in the future, you will be notified via email that a revision is available for download from [www.LLVCCounselor.com](http://www.LLVCCounselor.com).**

If you are not in the United States, you may want use a generic calculator that allows you to enter on the Payment Page the amount of the procedure, the down payment, the interest rate you charge, and the number of months you want to allow your patients to finance the procedure. This generic calculator may be downloaded in conjunction with downloading a foreign language download. To learn more, visit [www.LVCCounselor.com](http://www.LVCCounselor.com).

### **Simulation Sceneries (ON/OFF)**

This section allows you to select which lifestyle simulations you want to have available while counseling patients. When counseling patients you will want to try to use a scene that your patient could relate to from both an age and a lifestyle perspective. Additional scenes will be available for purchase on [www.LVCCounselor.com](http://www.LVCCounselor.com).

### **Surgery Animations (ON/OFF)**

Check the box next to any of the animations you want to make available during your counseling session. Use the scroll bar to the right of the Animations to view all animations available. **NOTE: YOU CAN CHANGE THE NAMES OF ANY OF THESE ANIMATIONS TO BRAND THEM WITH YOUR OTHER MARKETING MATERIALS.** Make sure you discuss which of these animations apply to your procedures and technologies with your doctor.

Currently there are four categories of excimer lasers: conventional, wavefront guided, and wavefront optimized. . Laser vision procedures include surface treatment and LASIK. Variations of surface treatment include Epi-LASIK and standard PRK. Flap creation for LASIK can be created by mechanical microkeratomes or femtosecond lasers. Each of these animations is accompanied by English narration which can be turned on or off during a counseling session. **If you have downloaded a language other than English, please note that the English audio will not be replaced with a language download.**

If you have a wavefront guided laser, you will want to activate CAPTURE WAVEFRONT MAP but not CAPTURE WAVEFRONT OPTOMIZED. The CAPTURE WAVEFRONT MAP is important to show how each map is unique to each eye and how it takes into consideration the entire optical system.

If you have a wavefront optimized laser, activate the CAPTURE WAVE FRONT OPTOMIZED but not the CAPTURE WAVEFRONT MAP. The CAPTURE WAVEFRONT OPTOMIZED shows how conventional lasers treated all eyes the same and created a more spherical cornea which could cause light to focus in more than one point on the retina (spherical aberrations). It then shows how wavefront optimized lasers apply additional laser beams in the peripheral margins of the eye creating a more aspheric (egg shaped) cornea which is the natural shape of the eye and allows all light rays to focus at a single point of focus.

If you have a femtosecond laser you will want to activate FLAP: LASIK MICROKERATOME AND FLAP: LASIK FEMTOSECOND but do not activate FLAP LASIK GENERIC. The LASIK MICROKERATOME shows how the mechanical microkeratome uses a blade to create the flap and the LASIK FEMTOSECOND shows how the flap is created by a less intimidating series of bubbles.

If you use a mechanical microkeratome you will want to activate FLAP: LASIK GENERIC. This animation does not call attention to how the flap is made...it just miraculously opens!

**Be sure you name each animation you activate to reflect your other marketing materials.** For instance, if you activate PRK but your marketing materials are branded with ADVANCED SURFACE ABLATION, change PRK to ADVANCED SURFACE ABLATION.

### **Results Button on Simulation Screen (ON/OFF)**

First decide if you want to show your surgical outcomes by checking the box next to Results Button on Simulations Screen. If this box is not checked, the Result Button on the Simulation Page won't be visible. Then customize the Headline with your name in the field.

You may enter up to 6 outcome percentages and statements check each box you want to show, and then enter the percentage number in the first box without the % sign. Then type out your statement. Example: Check a box. Then type 97 in the first box, then type in "97 % of our patients achieve 20/40 or better". **If you do not have an outcome analysis program to track the outcomes of your procedures, PEC can recommend one for purchase.**

The "How to Use the LVC Counselor™" tutorial video can be accessed at the bottom of the Set-Up page. Anyone unfamiliar with the LVC Counselor™ should view this program before using the LVC Counselor™ with patients. **The audio in this tutorial is provided in English only, regardless of having downloaded another language. You may turn off the audio by clicking on the speaker icon under the LVC Counselor logo.**

### **Save and Continue**



"save and continue" will record all of your custom information onto your hard drive, so you will not have to enter this information each time you turn on your computer or open the LVC Counselor™ software. You will then be taken to the LVC Counselor™ Module Selection page. .

## SECTION III: COUNSELING THE PATIENT

### MODULE SELECTION PAGE



There are only two options on the Module Selection page - **Patient Video** and **Patient Counselor**.

The **Patient Video** is a five minute overview program on laser vision correction. The video on the CD can only be shown on a computer. However, the program is ideal for playing to patients in the reception room or in advance of seeing the doctor. It can be purchased in a DVD format by calling Patient Education Concepts, Inc., at (800) 436-9126 or (281) 583-5577. This program is copyrighted by Patient Education Concepts and cannot be reproduced without express written permission. The program uses images from the LVC Counselor™ to explain refractive errors and how custom laser vision correction is providing patients with even better vision than they had with glasses prior to having the procedure. Showing it to your patients in advance of your counseling session will further reinforce your messaging.

Clicking on the **Patient Counselor** image takes you to the interactive section where you will begin by selecting the scene you want to use to counsel your patient. .

## SCENE SELECTION PAGE

At the bottom left of the Scene Selection page, there is a back-to-MODULE SELECTION button that will allow you to go back to the Module Selection page if you want to show the video to the patient. You can also go back to the Module Selection page from any page in the Surgical Counselor section by clicking on the small arrow icon in the top left, under the LVC Counselor logo. **However, if you have activated the Patient Tracking Data tool, it is not possible to return to the Module Selection page until you complete the counseling report for the patient you are counseling.**

At the top left, under the LVC Counselor logo, you will see a sound icon that will allow you to mute the music or narration you would hear while in some sections of the program.

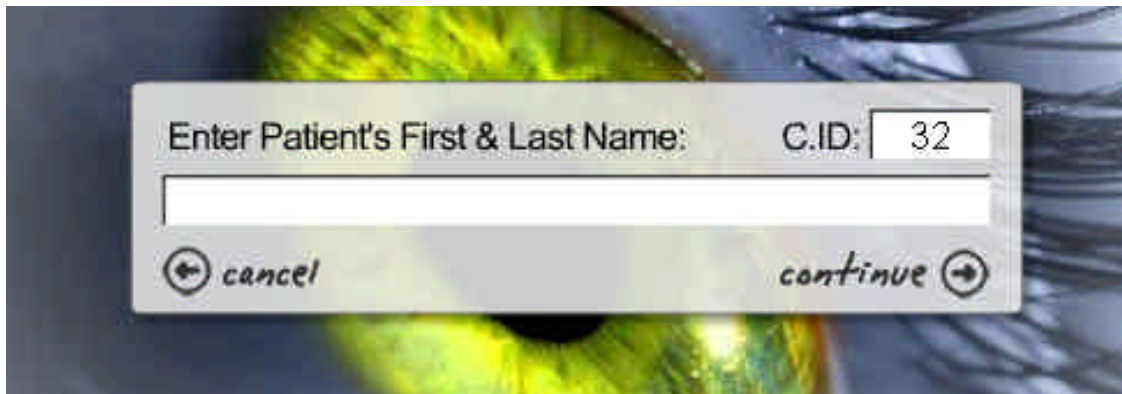
The (i) button contains copyright notices and reminders about getting updates to the LVC Counselor™ at [www.lvccounselor.com](http://www.lvccounselor.com).

The (x) button will exit you from the program. You will have to open it up and start over again if you accidentally X out of the program.

Before you choose a scene, take a good look at the patient sitting before you and select a scene that might be appropriate for them. For instance, if it is a male and in his 20s you might want to select a scene like the surfing scene but if he is in his 40s, you might want to select the sailing scene. The LVC Counselor™ was distributed with 12 scenes that include both a day image, a night image, and a blended vision images associated with it. The scenes shown at the bottom are the ones you elected to be visible on the Set-Up Page. If you selected more than four, click on the arrow to the right of the last scene to advance to the other available scenes. Click on continue.

Additional scenes may be available for purchase or downloading with language downloads and with future upgrades.

## Enter Patient's First & Last Name & Counselor's ID

A screenshot of a software dialog box. The dialog box is light gray with a white background for the input fields. It has a title bar at the top that says "Enter Patient's First & Last Name:". To the right of the title bar is a small input field labeled "C.ID:" containing the number "32". Below the title bar is a large, empty white text input field. At the bottom left of the dialog box is a button with a left-pointing arrow icon and the text "cancel". At the bottom right is a button with a right-pointing arrow icon and the text "continue". The background of the screenshot shows a close-up of a human eye with a green contact lens.

If you have the Patient Data Tracking tool activated (see Set-Up page), you will need to enter both the patient's first and last name along with your Counselor Id or initials. Click "continue." You will now see the patient's name at the top of the screen throughout the rest of the interactive presentation.

### DISCLAIMER PAGE

The LVC Counselor™ is an educational tool designed to help patients say yes to Laser Vision Correction. It is not an informed consent tool. You want to make it abundantly clear to each and every patient that **it is impossible to create a simulation that will show someone exactly how they will see after laser vision correction and their results cannot be guaranteed.** It is very important that you read or paraphrase the content of this page to them prior to moving on with the consultation. After reading this to a few patients, you will begin to be able to summarize it in your own words, but **don't leave out anything.** Do Not Proceed until you have read or discussed the Disclaimer page. Click on *Continue* at the bottom right to proceed to the LVC SIMULATION page.

### LVC SIMULATION PAGE

As a surgical counselor using the LVC Counselor™, you are encouraged to develop your own counseling style, using your own words based on your knowledge of the patient's needs and your doctor's desire for you to cover specific features of the technology available to your patients. It is highly recommended that you and your doctor practice by role playing while using the LVC Simulation pages so that you are in agreement with how and what you are to say to your patients. .

There are three slider bars on the LVC Counselor. The two on the left side allow you to simulate how the patient sees preoperatively and the one on the right shows how they would see with Conventional and Custom LVC. Always start by entering the patient's degree of nearsightedness or farsightedness on the top left slider bar. The bottom left slider bar allows you to enter their degree of astigmatism. The LVC Counselor will allow you to enter up to 14D of myopia, 6D of hyperopia, and 6D of either with the rule or against the rule astigmatism

Since approximately 80 % of patients have “with the rule” astigmatism, the slider bar defaults on “with the rule” astigmatism. However, if the patient has “against the rule” astigmatism, the button to the immediate left of the word ASTIGMATISM can be selected to change the visual distortion from being a vertical distortion (with the rule) to a horizontal distortion (against the rule).

Since not all surgical counselors are well versed in recognizing with the rule astigmatism or against the rule astigmatism while reviewing a patient’s chart, you should ask your doctors to indicate next to the refractive error readings if their astigmatism is against the rule so the simulation can appear as realistic as possible to each patient.

The slider bar on the right that allows you to show how the patient might see with conventional or custom laser vision correction has an unlabeled arrow



at the end of the bar. This button will extend the slider bar into an additional section that will allow you to discuss Blended Vision with your patients.

In order to move the pointer along any of the Slider Bars, position the mouse cursor over the pointer, hold down the left mouse button, and slowly move the pointer along the bar.

Immediate below the image, there are four additional navigation buttons: Refractive Errors (glasses icon), Surgical Animation (cornea with laser beam icon), and Results (graph icon). Further to the right on the same line is the Night Vision button (stars icon).

Under the practice and doctor name, you can see four scenes that you can switch to at any time without having to go back to the Scene Selection Page. If you selected more than four on the Set Up page, click on the arrow to the right of the last scene to advance to the other available scenes.

### **COUNSELING A PATIENT**

How much time you spend with each patient depends on how preconditioned they are to having laser vision correction. We also encourage you to ask the patient if they came to the practice with a friend, relative, or “significant other”. Invite them into the counseling session with the patient.

From the Module Selection Page, select the Patient Counselor Module.

From the Scene Selection Page, select a scene that is both gender and age relevant to the patient you are counseling.

Once you select the scene, IF YOU HAVE THE PATIENT TRACKING DATA TOOL ACTIVATED, you will need to enter the Patient's First and Last Name along with the counselor's ID (initials). Then click on continue.

You will then be taken to the Disclaimer Page. Make sure your patient knows that the simulation they are about to see cannot be guaranteed by reading the text on the Disclaimer page. Select "Continue" at the bottom right of the page.

Starting by entering the patient's refractive error. The LVC Counselor does not allow you to enter the refractive error of both eyes. If the patient has a relatively low level of refractive error, you might want to enter the worst eye for the most dramatic effect. If they have a high refractive error, you might want to enter the best eye.

In this example, enter a -6D patient with 1.5D of with the rule astigmatism. Move the top left pointer to -6 and the bottom left to -1.5D. Tell the patient "*I've entered your prescription into the simulator so this represents how you see without your glasses or contacts. Is this pretty close?*" Patients seeing this will say, "That is about how I see! Or, wow, that is pretty close."

If the patient's "significant other" is viewing this along with the patient, you should address the significant other and say directly to them, "*Did you know (name) sees like this without (his or her) glasses or contacts?*" or "*Can you imagine having to do anything with vision like this if they were to lose or misplace their glasses or contacts?*"

Next, you must click on the right slider bar to activate the laser vision simulation slider bar. This will freeze the pre-operative simulation and allow you to start showing them how laser vision correction can reduce or eliminate their refractive error.

**IMPORTANT:** Left click on the arrow button and **VERY SLOWLY** start moving it to the right. As the arrow starts to move, pulses of light energy from the laser start to clear the refractive error. For the purpose of this demonstration, we will stick with the default labels of "Conventional" and "Custom" under the two sceneries but remember you can change these labels to say anything you want on the Set-Up page.

Tell the patient, "*Conventional laser vision correction treats all eyes that have the same glasses or contact prescription with the same laser treatment. This technology has been around since the early 1990s and usually results in vision that allows you to see well enough to pass your driver's license vision test, which requires 20/40 vision. But notice, even in day light, the distance vision can be a little soft and some amount of contrast can be lost.*"

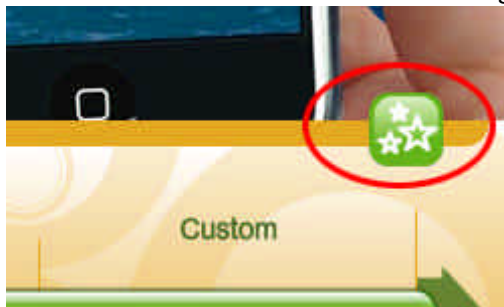
Then continue to slide the arrow past the next bracket area that will reveal wavefront diagnostic images as you continue on to "Custom". Tell the patient, "*We now use a 'wavefront guided' or 'wavefront optimized' or 'topography guided' laser to treat each patient according to their unique optical characteristics. Treating the cornea in a custom*

*manner allows us to not only correct their refractive errors but to provide them with a much higher quality of vision, often to levels beyond 20/20 vision.”*

Now click back and forth on the slider bar under the Conventional Simulation and the Custom Simulation. Ask them *“Can you see the difference in clarity and contrast?”*

Continue by telling the patient, *“Millions of patients have had Conventional laser vision correction and most are satisfied with their day vision but if they had complaints, it was usually about the quality of their night vision”*.

Click on the Stars Icon on the bottom right of the simulation image.



This takes them to a night scene that shows glare around lights at night. Tell them, *“Notice the glare and halos around the lights with Conventional LVC? Now, look at how Custom laser vision correction can improve the quality of night vision.”* Click on the bar under the word ‘Custom’. Tell them, *“Notice how the glare and halos are dramatically reduced and how much more contrast there is in the scene?”* Continue by telling them, *“Many of our patients tell us they actually see better at night after their procedure than they could with glasses or contacts before their procedure.”* Click on the slider bar – back and forth between Conventional and Custom several times until you know they understand the difference.

## **IF PATIENT IS PRESBYOPIC**

**IMPORTANT:** If the patient is approaching or over the age of forty, you should have a discussion about presbyopia and **Blended Vision**.

One way to start this discussion is to go back to the refractive error simulation slider bar. Start by sliding the pointer on the top bar to + 2D and tell the patient, *“Since you are approaching or past the age where most patients experience a condition known as presbyopia, I would like to show you how we can help you avoid having to wear reading glasses with a procedure we call “Blended Vision”*. If the patient was nearsighted, it’s important that you tell them, *“Most people who are nearsighted can see up close without their glasses for some years after the age of 40. But if we correct both of your eyes for clear distance vision, you become just like everyone else who experiences a condition known as presbyopia which makes you dependent on glasses for seeing close objects clearly.”*

Click on the Glasses Icon in the center of the Simulation Page to enter the Refractive Errors Menu. Here you can explain how the Normal Eye works and the causes of Presbyopia as well as Nearsightedness, Farsightedness, Astigmatism, and Cataracts. (See **refractive errors pages (below) for suggestions on how to explain each type of refractive error**)

Start by showing them how the Normal Eye works. Slide the pointer slowly to the right and say, *“In the normal eye, light enters the cornea, passes through the clear lens inside the eye and comes to a point of focus on the retina”*.

Click on Presbyopia and continue sliding the pointer to the right and continue, *“Around the age of 40, the lens inside the eye loses its ability to change its shape which allows us to focus on near or distant objects. This causes the point of focus to shift to a point behind the retina and causes us to have to depend on reading glasses to see up close.”*

Exit Refractive Errors which returns to the Simulation Page. At the far right of the Simulation Page, at the end of the slider bar is an unlabeled Arrow Icon. Click on the Arrow Icon and it will take you to the Blended Vision simulation page.



Move the pointer along the slider bar under the words, ‘Dominant Eye’ and tell them, *“In order to provide you with minimal dependence on reading glasses, we will correct your Dominate Eye to see distant objects clearly.”* Slide the pointer over to ‘Non-Dominant Eye’ and continue, *“And we will correct your Non-Dominant Eye to see near objects clearly.”* Then slide the pointer over to ‘Blended Vision’ and continue, *“This will create what we call Monovision or Blended Vision. Through a process called Neuroadaptation, you brain selects the clear distant vision when you want to see at distance and the clear near vision when you want to see a close object.”* Many people who are presbyopic use Monovision or Blended Vision contact lenses to achieve a full range of vision but we can do this now with laser vision.

### **Closing the Counseling Session**

At the conclusion of the simulation section and blended vision discussion, ask them, *“So, are you ready to have ‘Custom Laser Vision Correction?’”* and wait for their answer.

If they say “yes” and ask you how much is it and they are fine with the cost, your session is over once you schedule their procedure.

If they hesitate saying yes or say no, ask them what is keeping them from going forward. An honest patient will tell you they are either worried about achieving a good result (i.e. they are afraid) or it is a bit pricy for them (i.e. they can't afford the lump sum cost).

If the hesitation is fear related, take them to the **RESULTS PAGE** by selecting the Results Icon in the middle (right button) above the slider bars. Using this graph, walk them through your results. Be sure these results are current and that your doctor has approved the results entered on the Set Up page. Knowing how many of your patients have excellent or better than excellent results can be a real confidence builder and your patient overcome the fear of losing vision or not getting the results they want. Superior results can also help establish a higher asking price for the procedure over your competition's price.

If the hesitation is cost related, click on the **PAYMENT PLANS PAGE** and show them how affordable the procedure can be. The two images at the top represent Conventional and Custom nighttime simulations. Remind them if they go for Conventional, there is a higher probability they will experience halos around lights at night.

*Tell them, "We provide payment plans through CareCredit®, a division of GE Consumer Finance. CareCredit offers a variety of payment plans, most patients choose the 12 or 18 month No Interest Plan (insert you most popular plan). If you'd like to spread payments over several years, they also offer several extended payment plans, their longest term being 5 years. Once you're approved you can choose the plan that best works for you. CareCredit can also be used at over 85,000 dentists, veterinarians, dermatologist, cosmetic surgeons, or MedSpas across the country. It works like a credit card but unlike a Visa or MasterCard, it can only be used for healthcare expenses and every transaction qualifies for a No Interest payment plan. There's no enrollment or annual fee. We can apply for CareCredit here in the office. It typically takes just a few minutes. Would you like to take care of that now?"*

Notice that all CareCredit payment plans are presented when you arrive on this page. Discuss which of these plans your practice offers. If you did not enter a surgery fee for Conventional surgery on the Set-Up page, all plans under Conventional will show \$0.00.

One additional feature on the Payment Plan page is the "Amount Financed" entry field. If you want to offer your patient a discount from your standard fee, simply enter a reduced number in this field, and click on the arrow button to the right. Revised payment amounts will appear.

If the patient is ready to finance and you are connected to the Internet, click on the Submit Application button at the bottom right. This will take you to the CareCredit Apply On-Line page that they can then fill out to obtain credit approval.

You can also Print Payment Plans Page if you want to give a copy to your patient.

To return to the Simulator page, click on "Exit Payment Plans" on the far left.

## **BEFORE STARTING OVER WITH NEW PATIENT**

If the Patient Tracking Data tool has been activated on the Set Up page, from the simulator page, click on the “Back to Selections” arrow on the bottom left of the screen. Then, click on the “back to Module Selection” arrow. You may also use the button labeled with a left arrow (at the top left, under the LVC Counselor logo) to access the Module Selection Page directly. The Patient Tracking Data page will then appear.

Here you have three selections: Scheduled Exam; Scheduled Surgery; and Did Not Schedule. Click on the box that applies to the patient’s counseling session. If they scheduled a full exam or surgery, enter the date they scheduled. If they did not schedule, check Did Not Schedule and enter your comments as to why this session was terminated or why the patient did not schedule. Click on “save data and return to Module Selection”. This information will be stored on the hard drive of your computer.

Your LVC Counselor is now ready for the next patient’s counseling session.

## **REFRACTIVE ERRORS MODULE**

If the patient asks you to explain nearsightedness, farsightedness, or astigmatism, click on the Refractive Errors button represented by the glasses icon. Here you have the option of demonstrating normal, nearsighted, farsighted, astigmatism, presbyopia and cataracts.

***The Slider Bar*** in the Refractive Errors Simulator page allows you to start with a Normal, Healthy eye.

### *Normal*

Start by moving the pointer along the Slider Bar to explain how the Normal Eye works. You might say, “*In a young, normal eye, light passes through the cornea, then through the clear natural lens inside the eye, and comes to a single point of focus directly on the retina. This provides a full range of clear vision from near to intermediate to distance.*” Then click on their refractive error type.

### *Nearsighted*

As you click on the Slider Bar and slowly move it toward *Advanced*, you will see in the Patient View how the distance vision becomes more and more blurry. Tell them, “*A nearsighted eye is too long in relation to its corneal curvature, or has a cornea that is too curved for the length of the eye. This causes light rays to come to a point in front of the retina, instead of on the retina. Nearsighted people can usually see well up close longer than normal-sighted people, but nearsighted people usually lose the ability to see close up by their late forties or early fifties.*”

### *Farsighted*

As you click on the Slider Bar and slowly move it toward *Advanced*, you will see in the Patient View how the near image becomes more and more blurry. Tell them, “A

*farsighted eye is too short in relationship to its corneal curvature, or has a cornea that is too flat for the length of the eye. Many farsighted people see well at a distance but need reading glasses to see well up close. Young people with minor amounts of farsightedness can often see clearly both near and far until they approach the age of forty.”*

#### *Astigmatism*

As you click on the Slider Bar and slowly move it toward *Advanced*, you will see in the Patient View how the near image becomes more and more blurry and distorted. Tell them, “*An eye with astigmatism has a cornea that is irregularly shaped, more curved in one direction than the other. This causes light images to focus at multiple points, resulting in blurry vision. Astigmatism can occur by itself, or simultaneously exist with nearsightedness and farsightedness.*”

#### *Cataract*

Cataract was included as you will encounter patients that come in for a LASIK screening that so some sign of cataracts. As you slide the arrow to the right the lens becomes more and more opaque and the image on the screen becomes blurry and loses its color. Tell the patient, “*Almost everyone will develop a cataract if they live long enough. Because you are showing signs of a cataract developing, you are not an ideal candidate for laser vision correction because you may need cataract surgery in the not too distant future. Instead, you may be a better candidate for a Refractive Lens Exchange.*” At this time, you can transition them over to the IOL Counselor™ software if you have it on your computer.

### **ANIMATIONS MODULE SCRIPTS**

Click on the Procedure icon (Cornea with laser striking the surface) in the middle of the simulation page. The animations that you see on this page are **ONLY** the animations you selected on the Set Up Page. Remember, on the Set up Page, you can also re-name each of these animations. Select the animations you want to show by clicking on the box next to the name of the animation, then click on the play button. The animations will play in order, from top to bottom. You can also skip ahead to the next animation or go back and play the previous animation by clicking on the skip forward or skip backwards buttons.

The following text was used to narrate each of the animations that were provided on the original LVC Counselor CD.

**Capture: Wavefront Map:** To create a map of your eye’s optical system, flat waves of light are passed through the entire eye and reflected back to a wavefront-measuring device. This device converts the reflected light into a unique 3D map representing your eye’s unique visual distortions.

**Capture: Wavefront Optimized:** In a perfect eye, the cornea, or outer window of the eye is aspheric or egg shaped. Light rays entering the center and the outer margins of the cornea all come together to a single point of focus. In some cases, conventional laser vision correction can create a more spherical or round cornea. This can create halos or glare, especially at night.

Our wavefront optimized laser places additional laser pulses in the outer margins of the cornea to create a more natural shaped cornea so that light rays entering from the center and outer margins of the cornea come to one point of focus, thereby reducing the incidence of unwanted nighttime visual side-effects.

**Capture: Iris Tracking:** Accurate laser treatments depend on precise alignment of the original measurements. The eye slightly rotates when the patient lies down. Iris tracking assures alignment of measurements that were taken while in the sitting position.

**FLAP: LASIK Microkeratome:** After the eye has been completely numbed using “eye drop” anesthesia, a protective corneal flap is created using an instrument known as a microkeratome.

**FLAP: LASIK Femtosecond:** Instead of using a bladed microkeratome, we use our femtosecond laser to create a customized corneal flap of the exact thickness, size, orientation, and location without the use of a blade. This level of control makes LASIK safer and allows more patients to qualify for LASIK.

**FLAP: LASIK Generic:** After the eye has been completely numbed using “eye drop” anesthesia, a protective corneal flap is created using an instrument known as a microkeratome.

**LASIK Conventional:** The corneal flap is folded back so that the cool light of the excimer laser can remove the correct amount of corneal tissue, according to your prescription. The flap is then folded back in place where it bonds securely without the need for stitches.

**LASIK: Wavefront Guided:** The corneal flap is then folded back. Using the 3D wavefront map representing your eye’s unique visual distortions as its guide, the laser precisely removes the corneal tissue necessary to correct your vision. The flap is then folded back in place where it bonds securely without the need for stitches.

**LASIK: Wavefront Optimized:** The corneal flap is then folded back. Using measurements from your eye’s corneal curvature and biomechanics, the laser removes the corneal tissue necessary to correct your vision while creating a more natural, aspheric shape.

**PRK: Conventional:** After the eye is completely numbed using “eye drop” anesthesia, the epithelium, or thin layer of protective skin covering the cornea, is removed. Then according to your prescription, the cool light of the excimer laser removes the correct amount of corneal tissue. New epithelium grows back over the treated area, usually within three to seven days.

**PRK Wavefront Guided:** After the eye is completely numbed using “eye drop” anesthesia, the epithelium, or thin layer of protective skin covering the cornea, is removed. Using the 3D wavefront map representing your eye’s unique visual distortions

as its guide, the laser precisely removes the corneal tissue necessary to correct your vision. New epithelium grows back over the treated area, usually within three to seven days.

**PRK Wavefront Optimized:** After the eye is completely numbed using “eye drop” anesthesia, the epithelium, or thin layer of protective skin covering the cornea, is removed. Using measurements from your eye’s corneal curvature and biomechanics, the laser removes the corneal tissue necessary to correct your vision while creating a more natural, aspheric shape. New epithelium grows back over the treated area, usually within three to seven days.

**EPI-LASIK Conventional:** After the eye is completely numbed using “eye drop” anesthesia, the epithelium, or thin layer of protective skin covering the cornea, is gently folded back. Then according to your prescription, the cool light of the excimer laser removes the correct amount of corneal tissue. The epithelium is then folded back in place to serve as a protective bandage. New epithelium grows back over the treated area, usually within three to seven days.

**EPI-LASIK Conventional Flap Removed:** After the eye is completely numbed using “eye drop” anesthesia, the epithelium, or thin layer of protective skin covering the cornea, is gently folded back and discarded. Then according to your prescription, the cool light of the excimer laser removes the correct amount of corneal tissue. New epithelium grows back over the treated area, usually within three to seven days.

**EPI-LASIK Wavefront Guided:** After the eye is completely numbed using “eye drop” anesthesia, the epithelium, or thin layer of protective skin covering the cornea, is gently folded back. Using the 3D wavefront map representing your eye’s unique visual distortions as its guide, the laser precisely removes the corneal tissue necessary to correct your vision. The epithelium is then folded back in place to serve as a protective bandage. New epithelium grows back over the treated area, usually within three to seven days.

**EPI-LASIK Wavefront Guided Flap Removed:** After the eye is completely numbed using “eye drop” anesthesia, the epithelium, or thin layer of protective skin covering the cornea, is gently folded back and discarded. Using the 3D wavefront map representing your eye’s unique visual distortions as its guide, the laser precisely removes the corneal tissue necessary to correct your vision. New epithelium grows back over the treated area, usually within three to seven days.

**EPI-LASIK Wavefront Optimized:** After the eye is completely numbed using “eye drop” anesthesia, the epithelium, or thin layer of protective skin covering the cornea, is gently folded back. Using measurements from your eye’s corneal curvature and biomechanics, the laser removes the corneal tissue necessary to correct your vision while creating a more natural, aspheric shape. The epithelium is then folded back in place to

serve as a protective bandage. New epithelium grows back over the treated area, usually within three to seven days.

**EPI-LASIK Wavefront Optimized Flap Removed:** After the eye is completely numbed using “eye drop” anesthesia, the epithelium, or thin layer of protective skin covering the cornea, is gently folded back and discarded. Using measurements from your eye’s corneal curvature and biomechanics, the laser removes the corneal tissue necessary to correct your vision while creating a more natural, aspheric shape. New epithelium grows back over the treated area, usually within three to seven days.

**ENHANCE: Eye Tracker:** During the procedure a high speed eye tracking system will follow even the smallest of eye movements to insure accurate placement of each laser pulse. Should your eye ever move out of range of the tracker, it automatically pauses the treatment until your eye is back in range.

**ENHANCE: Limbal Relaxing Incisions:** To correct astigmatism that cannot be corrected during your procedure, small incisions can be made in the outer margins of the cornea to reduce or eliminate astigmatism. These are called Limbal Relaxing Incisions.

**ENHANCE: Astigmatic Keratotomy:** To correct astigmatism that cannot be corrected during your procedure, small incisions can be made in the cornea to reduce or eliminate astigmatism. This is called Astigmatic Keratotomy.