

“Quite simply, you must differentiate yourself in quality of care. You must demonstrate that you are serious about ocular health.”

Joe Chen, B. Optometry



Practice Information

- Rowville Eyecare – Rowville, VIC
- Single optometrist, private practice

Reason for Purchase

- Cutting edge technology
- Practice differentiation
- Patient education
- ROI

Mr Joe Chen (B. Optometry) of Rowville Eyecare, VIC had been considering purchasing an Optos device for some time, however due to the sheer size of the older devices he was uncertain he would be able to fit one in his small practice. This was until he was introduced to the *Daytona* family of products, which became available for the entirety of the Australian market, Winter 2017. After a demonstration, Chen decided on the latest model, Daytona *plus*. The *Daytona* family of products have a dramatically smaller footprint than previous models; making it an easy decision to purchase for Rowville Eyecare.

“I really wanted to enhance the quality of care for my patients. The fact that there is no other machine out there with comparable capabilities was a big plus that I believed would differentiate us from the other practices in our area,” says Chen. He notes that immediately he was impressed with the 200° view of the retina and the number of new pathologies he was detecting with **optomap**.

Mr Chen is confident that **optomap** has already proven to be a practice builder for him. “Patients are so impressed by what is discovered that they want to return to me and they have told their family and friends who, in turn, want to be imaged. So **optomap** elevates our practice in that patient’s opinion and within their circle as well.”

In addition to the practice building benefits from **optomap**, Mr Chen has found that it is an important tool for patient education as well. “It is much easier to explain a patient’s eye to them by showing them their own image and then using the 3D Wrap™. I can also zoom in to areas in the far periphery and back out and go down through the layers. It allows for an understandable orientation and perspective so they can truly comprehend what is occurring and what exactly we are suggesting needs to be done.”

Mr Chen further underscores that in his experience he has found that **optomap** pays for itself quickly because his patients will often gladly pay for the option of performing an initial screening and only being dilated if there is a reason such as pathology being detected. “Basically, in terms of the criteria for investing in a device, **optomap** checks all the boxes. I can tell you that you are going to detect a whole range of retinal diseases and anomalies that otherwise you might not. You will build your practice through patient and GP referral. You will have peace of mind that you are not missing anything and **optomap** will generate revenue,” stresses Mr Chen.



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