



DOCTOR OF OPTOMETRY NETWORK



# Why Practice Primary Care Optometry?

## Primary Care's Role in Optometry

We believe that the optometrist is the hero of primary eye care, enabling and safeguarding their patient's ability to experience his or her best vision. For many people, an optometrist is also the first point of contact into the healthcare system. The eyes can offer a window into overall health, and thus this first touch point can be critical for patients getting the care they need for serious conditions.

Optometrists practicing in offices inside or next to our locations are often catching systemic issues and report seeing a high amount of anterior and posterior segment pathology, in addition to providing prescriptions for clearer vision. That's why we empower Doctors of Optometry to provide comprehensive eye exams that meet or exceed the standards set forth by the American Optometric Association and their state.

## How We Support Optometrists in Providing Primary Care

Our goal is to create the most engaged Doctor of Optometry network - one that prides itself on providing the highest quality of primary eye care and is supported by an efficient system that enables optometrists to serve patients who otherwise may not get the care they need. We facilitate opportunities for optometrists to provide quality care to those in their community who need it most by offering affordable price points, as well as the latest technology to support more comprehensive exams. Plus, ODs enjoy the support of a full team of trained optical staff members - including optometric technicians, opticians, contact lens technicians and front office staff - so that they can focus solely on providing efficient patient care.

## Primary care is not just contacts and eyeglasses prescriptions.

Optometrists practicing in an office inside or next to our locations manage anterior and posterior ocular disease to their comfort level, including but not limited to:



Treating corneal ulcers and uveitis



Diagnosing diabetic retinopathy and glaucoma



Removal of foreign bodies



Diagnosing macular disease, retinal holes and retinal detachments

## High-Quality Equipment

We partner with best-in-class vendors like Topcon, Zeiss and Nidek to equip our locations with the latest in technology. Doctors are able to utilize these tools to focus on patient care, without worries of costs or maintenance.

- Autophoropters
- Retinal cameras (in most locations)
- Visual field instruments
- Autorefractors
- Electronic health records (in most locations)
- Digital acuity charts

## Hear From an Optometrist



Neha Feipel, O.D.

"We catch so many things, as many patients we see have an undiagnosed systemic or ocular disease. A number of health issues don't have symptoms, so it's great that we can provide care to these patients who didn't even realize anything was going on. In primary care, we have the ability to help patients in ways they were not expecting and to enhance their lives through a comprehensive eye exam."

