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LITTLE THINGS COUNT WITH YOUR LASIK PATIENTS

The current business climate for refractive surgery can make it difficult for a patient to brand your practice as the “choice” for laser surgery. The average cost per case has declined as a result of practices trying to market themselves through lower prices. Ultimately, the patient will be attracted to those with proven results and quality and to those who provide an experience that exceeds their expectations. Here are some pearls:

1. Take the extra time to thoroughly educate the patient about the features and benefits of LASIK. Make sure you understand their refractive goals (distance and near) and create realistic expectations. This method has been effective in eliminating poor candidates for surgery. The majority of these patients truly appreciate this clear and honest advice. It results in a level of trust that brings these prospective patients back, sometimes years later. We stress safety, incomparable surgeon and staff experience, superior outcomes in quality and quantity of vision, and the benefits of advanced technology.
2. Screen patients for conditions that may delay rehabilitation after surgery. Examples include preexisting dry eye and blepharitis. Dry eye can be exacerbated in the early post op period. This condition may explain postoperative complaints of fluctuating vision and mild discomfort. Early detection and treatment can make a big difference in their post-operative experience.
3. We call our patients the evening of surgery to ask them how they are doing. They are encouraged to call us postoperatively anytime of day or night with any questions or concerns.

There are many factors that come into play for successful treatment of Lasik patients. It's the little things that can make the biggest difference!

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We dedicate ourselves to enhancing the quality of life for every individual whose life we touch, by helping each to see his or her best, and by preserving our patients' vision and eye health throughout life.

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