

Communicate for Better Patient Care

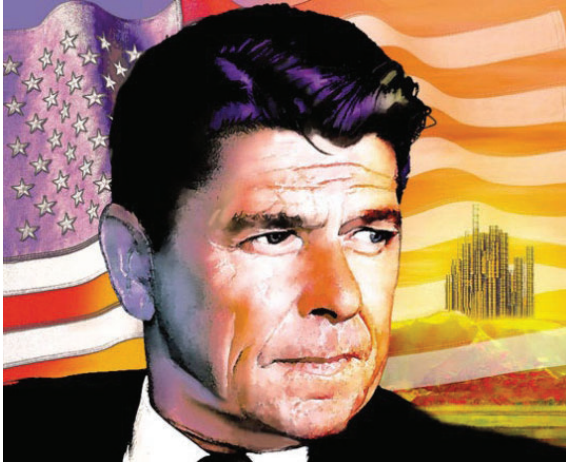
Elliot M. Kirstein, OD, FAAO

Harper's Point Eye Associates

Cincinnati, Ohio

Financial Interests

- Alcon - speaker
- Haag- Streit - speaker
- Optovue - speaker
- Ocuflow – consultant
- Reichert - consultant
- Diopsys - research



The “Great Communicator”

President Reagan readily admitted he had honed his speaking ability while in Hollywood making movies and later as host of the TV program “GE Theater.” He was aware that his political success was due, in part, to his ability to give a good speech based on two things: “to be honest” in what you are saying, and “to be in touch with your audience.”

“Your examination room is your theatre and you are the star of the show”



If horses can smell
an inexperienced
rider, assume that
our patients can...



Be Confident !

“You know you’re a good runner when you can crack a joke while running up hill!”



Be convincing!



avoid jargon!



Speak Slowly...

Speak Clearly...

Listen

Look straight into their eyes.....

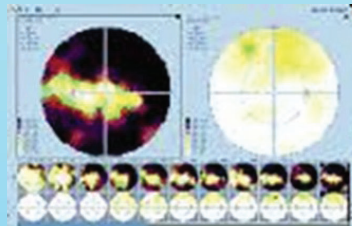




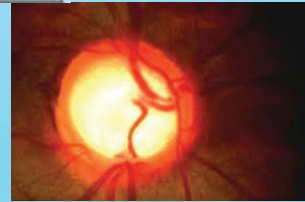
Make your connection personnel...

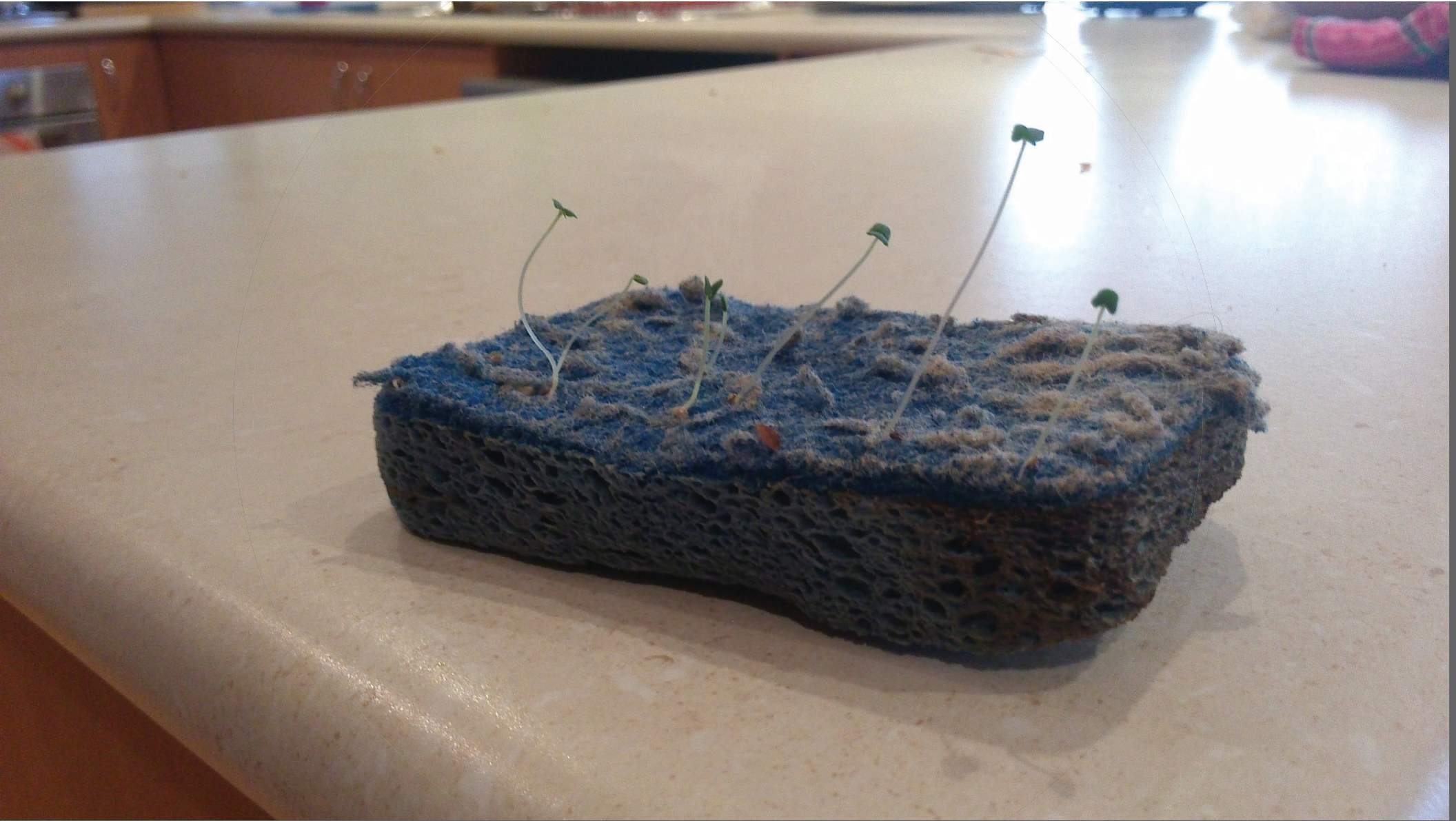


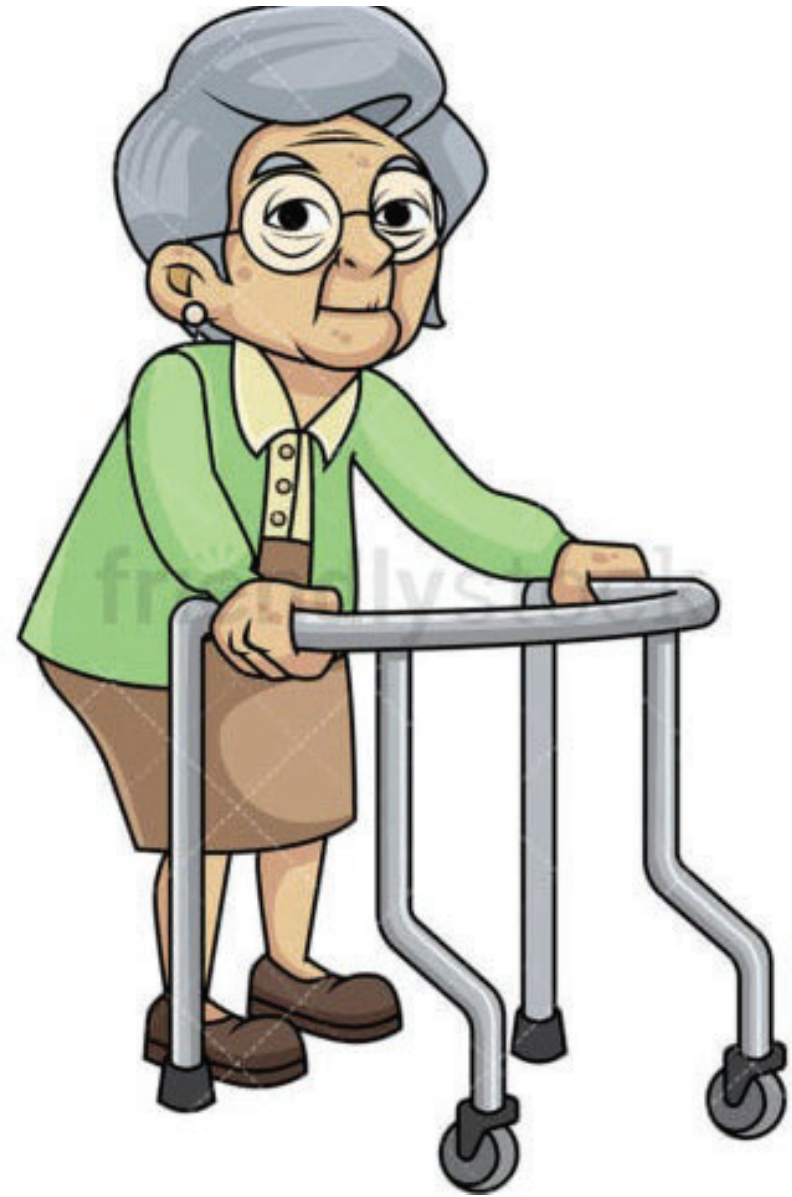
Keep the discussion simple....



- Fields
- Nerves
- Pressures







When there is no help

Question: Doctor, can you fix this?

Answer: I wish that I knew how to....

Question: Doctor, can you fix my bad eye?

Answer: No, but I can help you protect your other one...

Instruction Sheets Help

Harper's Point Eye Associates

Ellor M. Kirsch, OD, FAAO
Todd A. Zolzak, OD, FAAO

Ralph R. Lim, DO
David M. Schneider, MD

Glaucoma Instructions



1 drop right eye left eye both eyes AM PM

XALATAN (latanoprost)



1 drop right eye left eye both eyes AM PM

TRAVATAN



1 drop right eye left eye both eyes AM PM

LUMIGAN



1 drop right eye left eye both eyes every 12 hours

ALPHAGAN (brimonidine)



1 drop right eye left eye both eyes every 12 hours

AZOPT (dorzolamide)



1 drop right eye left eye both eyes every 12 hours

COMBIGAN



1 drop right eye left eye both eyes every 12 hours

COSOPT (dorzolamide / timolol)



1 drop right eye left eye both eyes AM

TIMOLOL

513-530-0440

adherence to clinical protocol

- Consistency of clinical data
- Adherence to standard of care
- Timely diagnosis
- Protocol communicates the notion of competency to our patients



The Case that got me started

- 56 y/o Caucasian European male smoker
- Noticeably overweight (big beer belly)
- V/ A = 20/30- OU – suspect DME
- IOP = high 20's
- BP 210/170
- A1C ?
- No topical or systemic meds
- Significant diffuse retinal hemorrhage and cotton wool
- Last medical exam - army

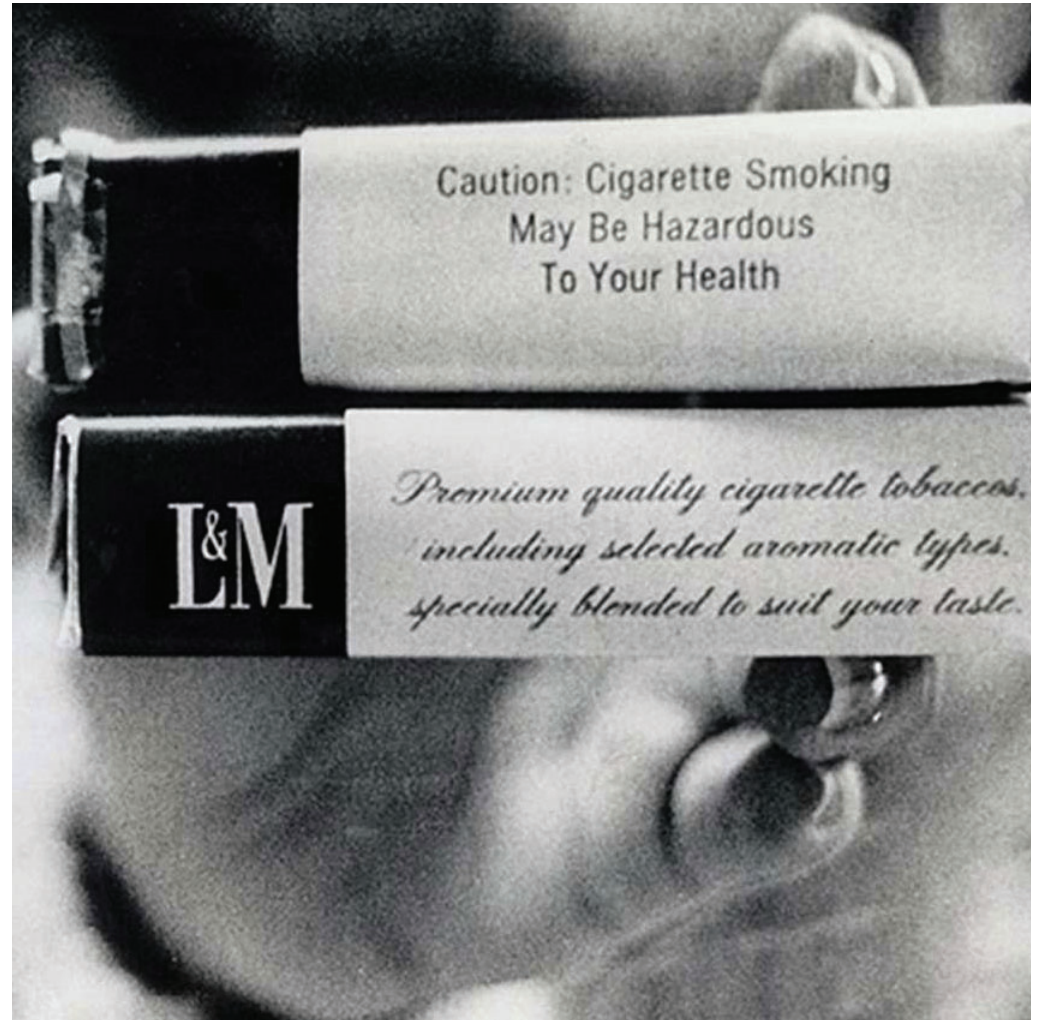




“Never mind all that Doc.
God will take me when he’s
ready.”

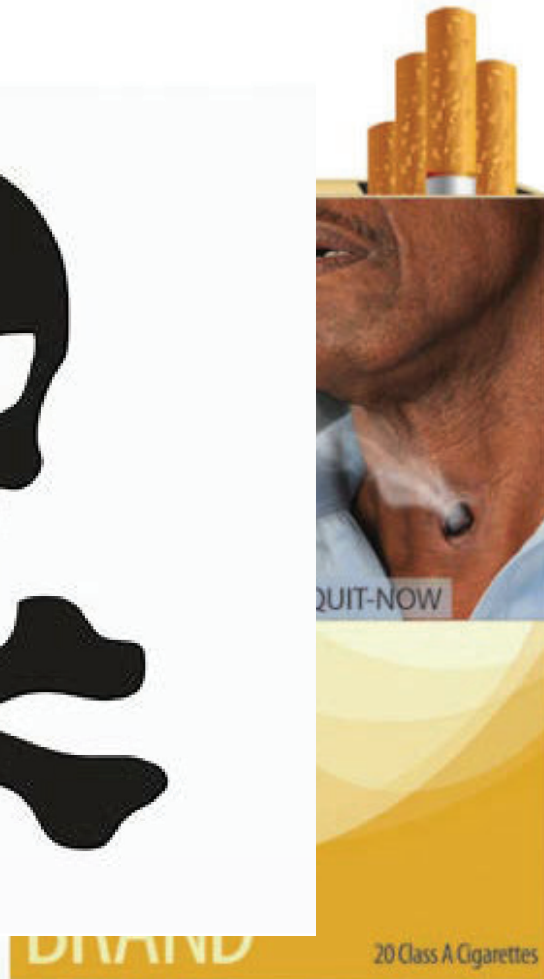
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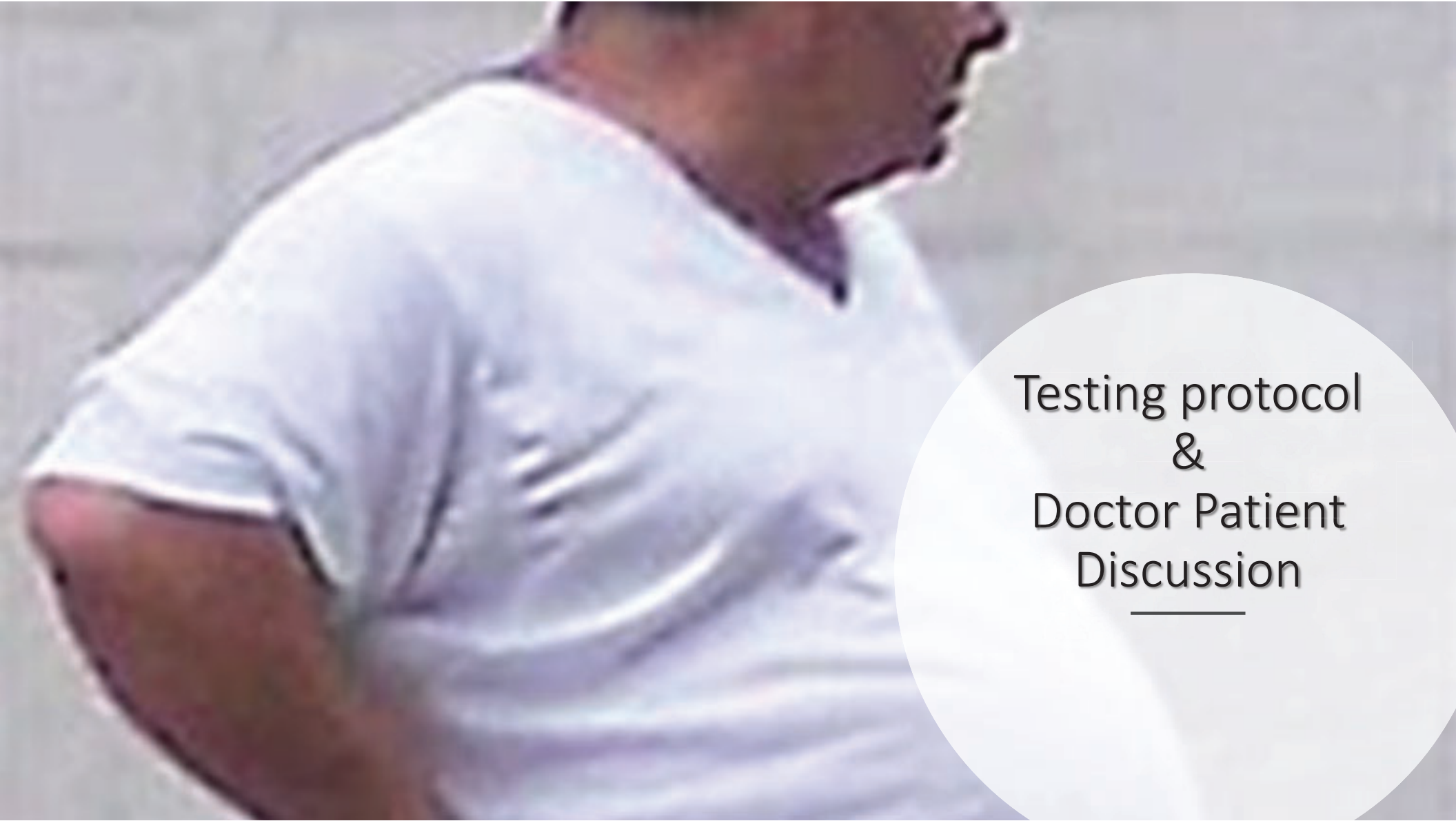
the gentle
approach



2020

honesty





Testing protocol
&
Doctor Patient
Discussion



Glaucoma Case #1

- 70 y/o Caucasian female
- 20/25 OU emmetropic / presbyopic
- Trace cataract OU
- IOP – 32, 34
- C/D - .8 OD .9 OS
- Drops prescribed by other doctors irritate eyes
- Can't take visual field ...makes neck sore
- Dilation causes a terrible headache



Testing protocol
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Doctor Patient
Discussion

Robert Ritch, MD
Glaucoma Chair
New York Eye & Ear

“If you choose not to follow my instructions, get the hell out of here because there are people in the waiting room that I can help!”

Tough Love!



Glaucoma Case #2

- 56 y/o African – American female
- Registered Nurse
- Routine exam
- v/a 20/20 OU / low hyperopia / presbyopia
- IOP high 20's
- c/d = .7 OD & OS
- Prescribed Latanoprost 2 years ago
- Family history of glaucoma uncertain
- Off drops past 6 months because she is “caring for mother with Alzheimer's”





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Dry Eye Case #1

- 45 y/o presbyopic Caucasian female
- 20/20 with correction OU
- Occasional blur with extended reading
- Compromised tear meniscus
- Trace SPK
- OTC tears occasionally which seem to help





Testing protocol
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Doctor Patient Discussion



Dry Eye Case #2

- 56 y/o Caucasian female
- Mild presbyopic 20/20- OU
- Intermittent blur at work
- OTC tears 4+ times per day
- Compromised meniscus
- 20% meibomian dropout
- 1+ SPK OU

Testing protocol
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Doctor Patient
Discussion



Macula Degeneration Case #1

- 65 y/o female
- Family history wet degeneration
- Stopped smoking at age 27
- OU = 20/25+



A close-up photograph of a woman with short, light-colored hair. She is looking directly at the camera with a somber expression. Her right hand is raised to her face, with her fingers spread, partially covering her eyes and forehead. She is wearing a dark-colored top with a small, repeating pattern. The background is a plain, light-colored wall.

Testing protocol & Doctor Patient Discussion



Macula Degeneration Case #2

- 80 y/o Caucasian female
- Noticed lines and crooked past 2 weeks OS
- OD = 20/50, OS = 20/30
- Pseudoaphakia OU




**Testing protocol
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Doctor Patient
Discussion**

Diabetes Case #1

- 56 y/o Caucasian male attorney
- 5'9" 250 lbs.
- sedentary
- 20/20 OU
- Positive family Hx diabetes and heart disease
- No pertinent ocular findings





Question 1: Do
you have diabetes?

Answer: **No**

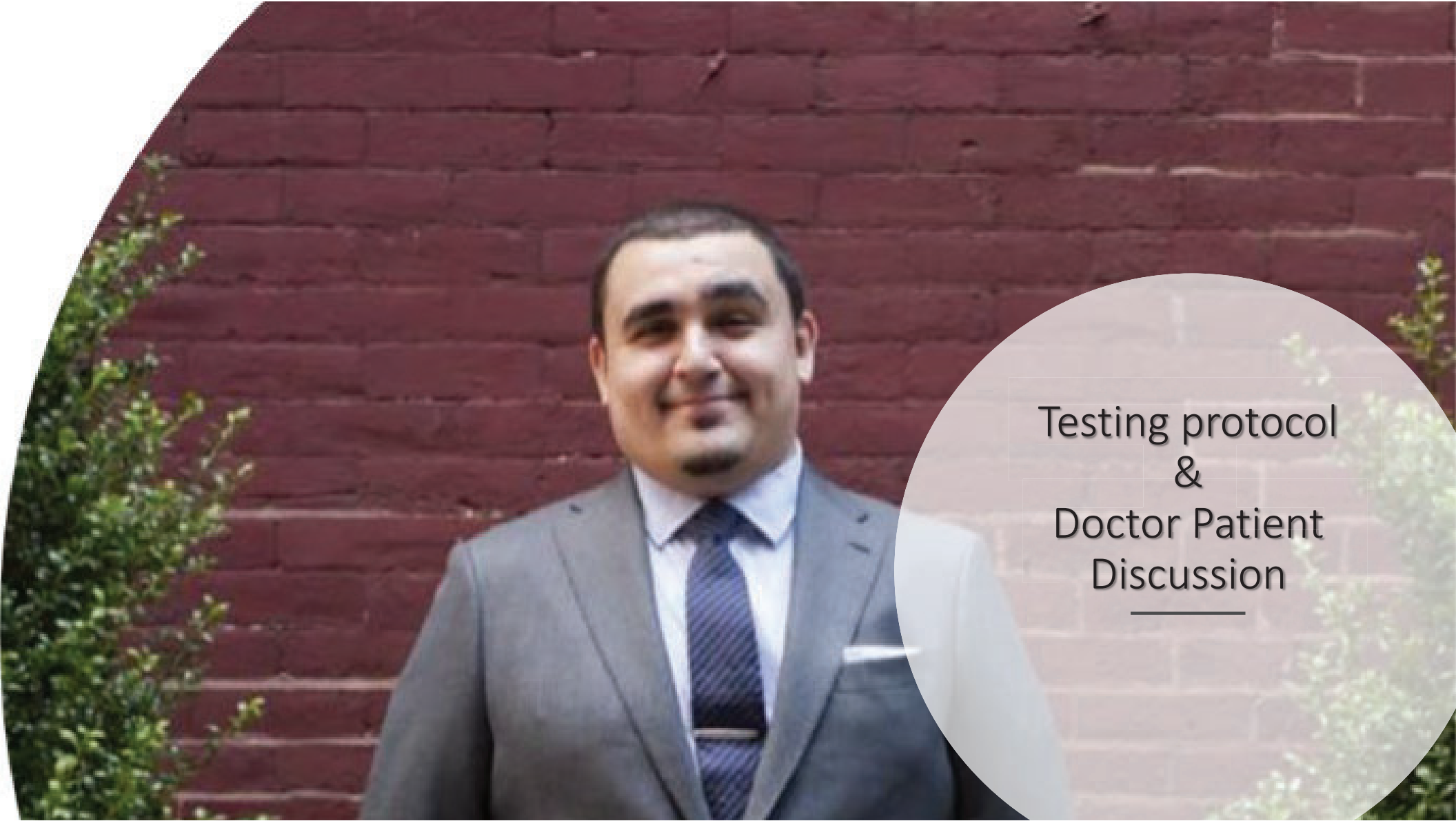


Question 2: Do you
take Metformin?

Answer: **Yes**

“I can't give up my pasta and my pizza !”





Testing protocol
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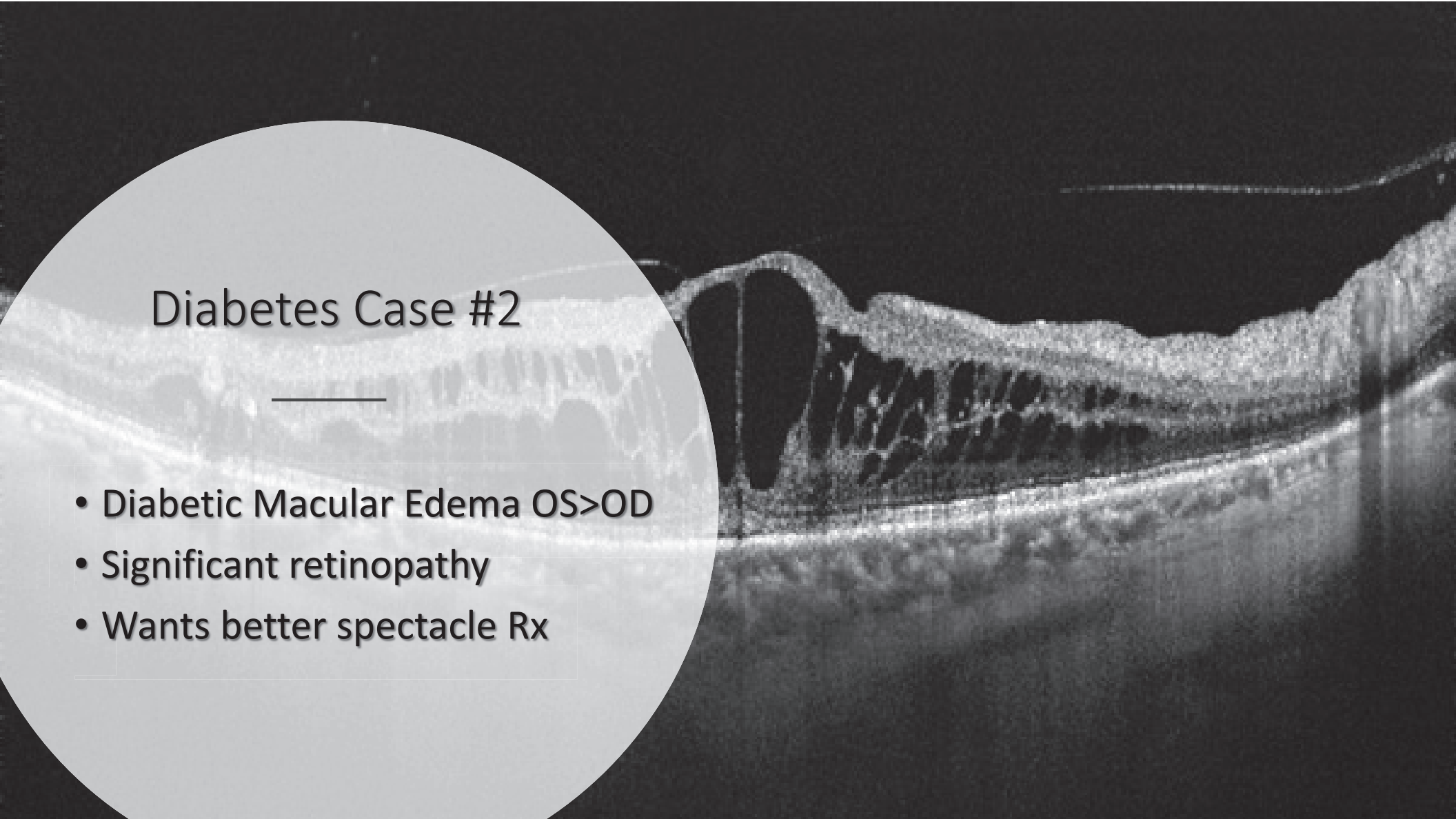


Diabetes Case #2

- 55-year-old Indian male – businessman
- Travels monthly to call center business in India
- Best v/a – 20/30, 20/40-

Diabetes Case #2

- Diabetic Macular Edema OS>OD
- Significant retinopathy
- Wants better spectacle Rx





Testing protocol & Doctor Patient Discussion

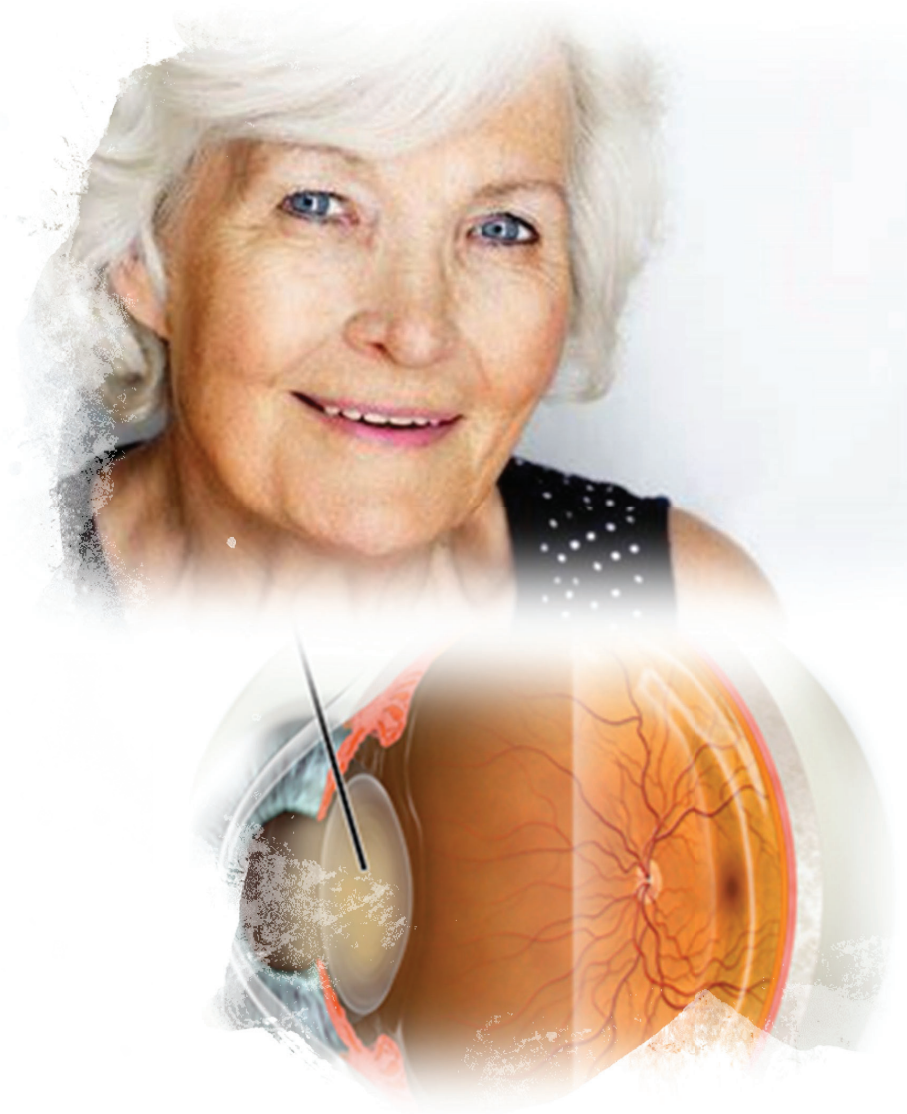
Take your pick.....

Cake or toes?



Cataract Case #1

- 66-year-old Asian female
- Low presbyopia
- Occasional glare with night driving
- +100 distance Rx OU = 20/30-

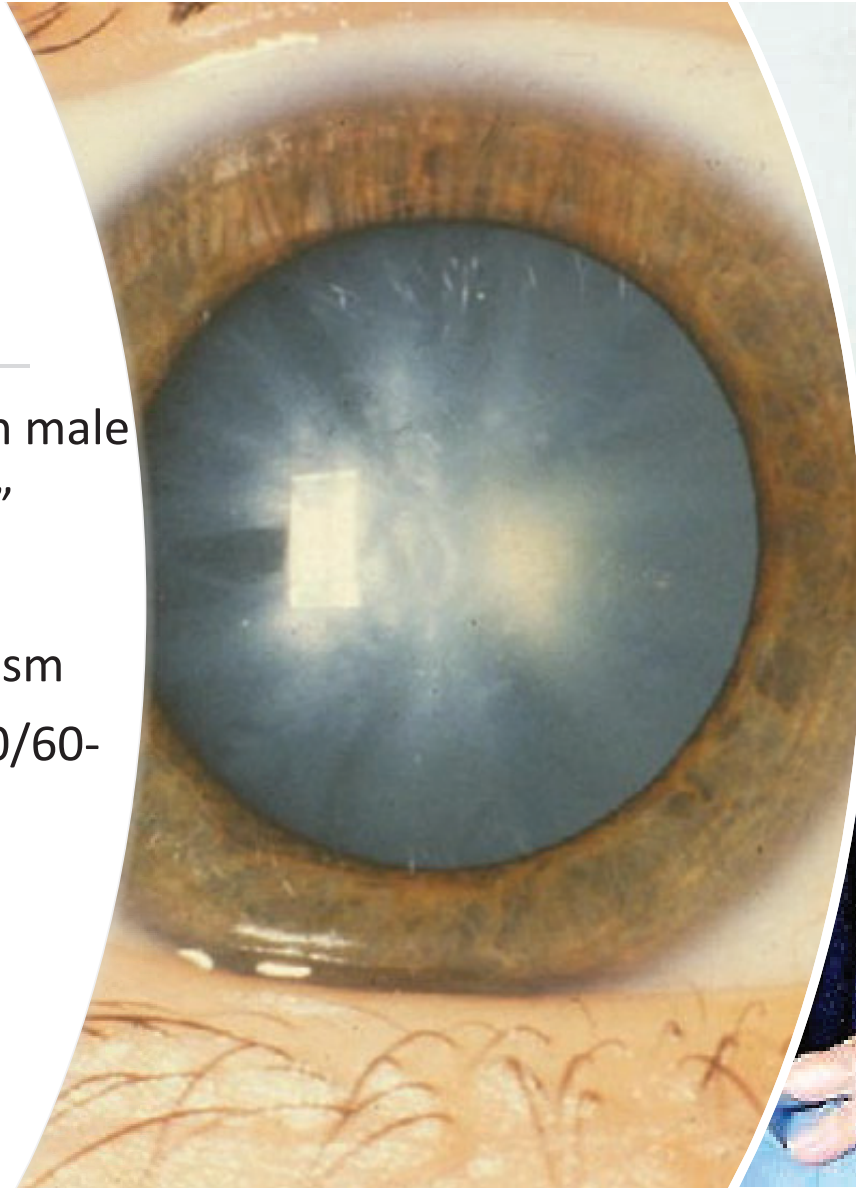




Testing protocol & Doctor Patient Discussion

Cataract Case #2

- 72-year-old Caucasian male
- Vision “getting worse”
- Needs “new glasses”
- Low myopic astigmatism
- OD – 20/40- OS = 20/60-

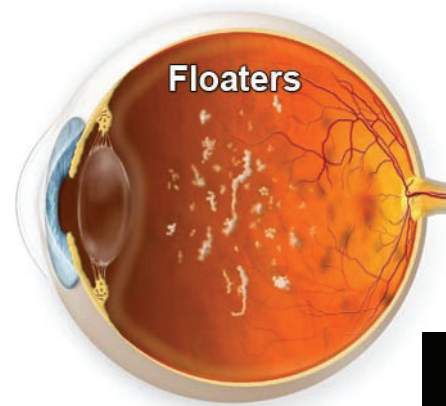


Testing Protocol
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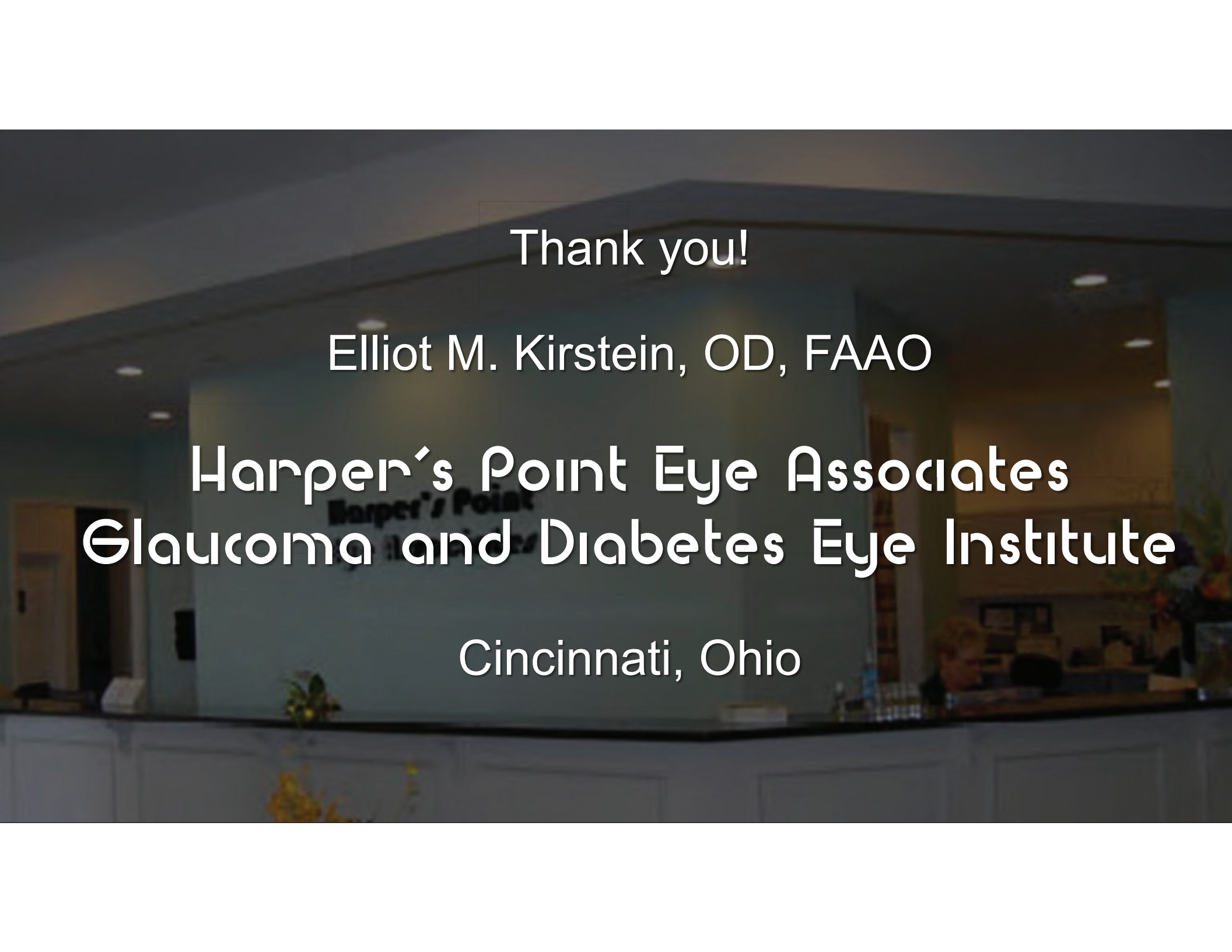
Posterior Vitreous Separation Case #1

- 72-year-old Caucasian female
- -600 OU = 20/25/ 20/30
- Last night sudden flashes for 30 seconds OS, now more black spots in vision





**Testing protocol
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A photograph of a modern reception desk in a clinical setting. The desk is white with a dark countertop. In the background, there is a wall with a sign that reads "Harper's Point". The lighting is bright and even.

Thank you!

Elliot M. Kirstein, OD, FAAO

Harper's Point Eye Associates
Glaucoma and Diabetes Eye Institute

Cincinnati, Ohio