

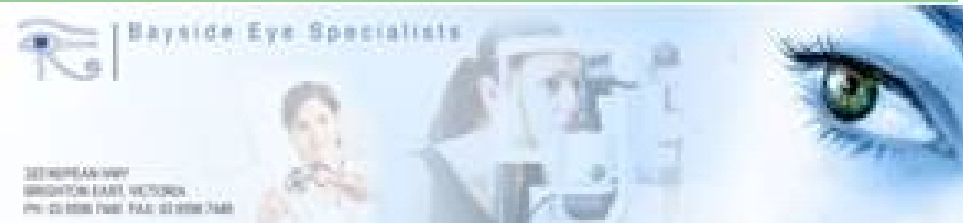
# Incorporating Refractive Surgery Into Your Anterior Segment Practice



**Eye & Ear Hospital**  
caring in every sense

Dr Laurie Sullivan FRANZCO  
Corneal Clinic, RVEEH, East  
Melbourne

Bayside Eye Specialists, Brighton  
LaserSight Melbourne

The logo for Laser Sight, featuring a stylized blue and yellow eye icon to the left of the text "LASER SIGHT".

**LASER SIGHT**  
THE VISION SPECIALISTS

# Why?

- A non-Medicare income stream
- Fabulously profitable (not/maybe)
- Different patient demographic
  - Younger
  - Not “sick”
- “Wow” factor day 1
- Complementary to cataract practice, and access to laser for post-cataract refractive error

# Why not?

- Routine
- Stressful ?
- “Cosmetic surgery”, “not real medicine”
- Affect other referrals??
- Patients are sometimes demanding

LOSE THE GLASSES AND  
**stand tall!**



# Requirements

## Commitment / Investment

- Training
  - Assessment of patients
  - Surgical training
- Time
  - Need to dedicate sessions to Refractive Surgery (separate from general practice)
- Practice setup (inc topography)
- Need adequate surgical volume to maintain skills
- Marketing

# How?

- Training

- Outside routine training programs
- Corneal fellowship
- Courses, seminars, wet labs E.g. Sydney Uni Masters of Refractive Surgery (online), AUSCRS, ESCRS, ASCRS
- Ask your local refractive surgeon to teach you
- Work with a large group (?part time, ?fellowship)

- Laser access

- Multi-user lasers Eg MELG
- Pay a facility fee to established centre

# How?

- Develop a referral base
  - WOM
  - Optometry lectures
  - Advertising
  - Website essential
- Marketing
  - as you would for a general practice, **but**, internet, print etc. More of a “commercial sales” business.

# Summary

- If you wish to do it, you need to make it happen



**don't be a wombat  
lose the glasses**

Are you burrowing through the last of your savings? The cost of glasses or contacts over a lifetime can eat up your savings. Kiss those costs goodbye and call Laser Sight today to find out how you can see the world with naturally clear vision.

**24 months interest free**  
September & October only. Conditions apply.

Call now to receive your **FREE** information pack on

**1 800 00 3937**

**Eyewear costs:**

glasses	\$ _____
prescription sunglasses	\$ _____
broken glasses	\$ _____
contact lenses	\$ _____
saline solution	\$ _____

save on these costs.  
✓ Call Laser Sight!

**LASER SIGHT**  
THE VISION SPECIALISTS

see it live it love it [www.lasik.com.au](http://www.lasik.com.au)

SYDNEY MELBOURNE BRISBANE GOLD COAST SUNSHINE COAST PERTH HOBART

PHOTOGRAPHY ©2011/08