

INSPIRATION BETTER VISION

Smart Ways to Sell AI/Telemedicine With Patients

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▶ About eight months into the pandemic, I bought the AOS platform which incorporates both telemedicine and AI. I use the former for simple things like checking dry eyes, CL follow-up and looking at a sty. I arrange to have a video call with my patient and discuss the issue with them. By putting in codes, I can get reimbursed by insurance. In my office, patients have a "wow" factor when I use the AI component. AOS enhances and grades images of the anterior segment to help in the management of CLs and ocular surface disease like dry eye. I can show patients images from one visit to the next where they can see grade changes and understand why I recommend continued treatment.

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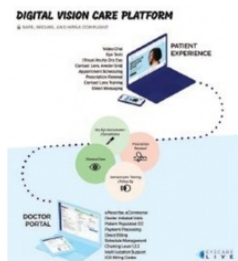
▶ Telehealth is a game changer. ODs are no longer tied to the office. This benefits underserved communities. A year ago, I was practicing in Fort Collins, CO, and patients were traveling in from Wyoming, Nebraska and Iowa. New technology gives everyone access to care. I've been using the DigitalOptometrics platform for the past two years. It has its own proprietary equipment and is strictly for in-office use when no doctor is onsite. I love it because it is so comprehensive and does away with any fear that technology like this is not applicable to our profession. Doctors can work in their own practice and do telemedicine on the side as an independent contractor, potentially doubling their income. Sometimes I get more information from a remote patient than I would at an in-person exam. DigitalOptometrics offers fundus images for diabetic patients and with the click of a button you can take a photo.

AI/TELEMEDICINE

THE AI WILL SEE YOU NOW

The telehealth technology was already there but the pandemic hastened its adoption.

This past year has heightened awareness of the need to use new technologies incorporating artificial intelligence and telemedicine. According to The Vision Council's January 2021 Eyecare Provider Insights Report, which surveyed 350 eyecare providers during the last week of January, 17 percent reported an increase in telehealth use over the last month. Only 3 percent used a virtual/telehealth platform before the COVID-19 outbreak, compared with 31 percent who started after February 2020. Still 43 percent of providers were not using telehealth at all, while 50 percent reported using or planning to use it. While platforms can vary — some give schedules to the doctor, while others assign the doctor to a site where they can see patients virtually as they come in — they all offer patients an invaluable service. **STORY BY CAROL GILHAWLEY**



EYECARE LIVE
The Eyecare telehealth platform connects with EMRs to allow patients to meet their eyecare provider online and get prescription medications delivered to their door. **(415) 329-7848 | eyecarelive.com**

DIGITALOPTOMETRICS
Comprehensive in-office teleoptometry platform **(877) 506-0002 | digitaloptometrics.com**

DRCHRONO
DrChrono Telehealth Video Visit is a fully integrated software app that allows you to schedule and conduct virtual visits directly from your EHR. **(844) 569-8628 | drchrono.com**



ADVANCED OPHTHALMIC SYSTEMS (AOS)
AOS enhances and grades images of the anterior segment and includes remote management tools like a patient imaging app and web-based video calls. **info@aos-hub.com | aos-hub.com/us**



DEEPSCRIBE
DeepScribe's Telemedicine platform provides remote access to patients and documents the encounter automatically. These notes can be integrated directly into the EHR system. **deepscribe.ai**



ORBIS INTERNATIONAL
Non-profit Cybersight offers free virtual access to ophthalmic training courses and live lectures. The advanced platform includes surgical demonstrations, remote surgical mentorship and an AI tool to detect common eye diseases. **(800) 672-4787 | cybersight.org**



EYENUK
EyeArt autonomous AI System for detecting diabetic retinopathy in each eye during one test. **(818) 835-3585 | eyenuk.com**