

# A CUT ABOVE THE REST

## HOW THE PHOROPTOR VRx HAS HELPED TO MAKE MY PRIVATE PRACTICE A STANDOUT AMONG PATIENTS

**Lisa Genovese-MacLaughlin, OD**

**W**hen planning to open my new practice, I had a dizzying number of decisions to make and almost as many expenses. Modifications to the building, office layout, EHR and computer network,

wireless communication, furniture, frames display ... and of course, instrumentation.

One decision that I hadn't given much thought to previously was the choice between a traditional manual phoropter and a digital phoropter. Although I had some experience in a prior practice with an automated refraction system, I just assumed that I would be buying a standard manual refractor for my new office. However, the more I thought about it, the more obvious it became that I needed to give this decision serious consideration. I have always tried to be an agent of change in any of the practices in which I've worked, and I place special emphasis on providing a unique and memorable patient experience. So, when it came to my own practice, I wanted to be sure it was different.

I want my practice to be a cut above the rest, not only in the quality of care and technology, but in its appearance and atmosphere. I purchased an existing practice and re-opened it under a new name, which gave me the luxury of overhauling the office space and reestablishing it as a fresh, new practice. I didn't want the bland, dated, generic furnishings we've all seen in too many eyecare practices. From our flooring to our chandelier, my practice is now modern, professional, welcoming — and high-tech. Some of my patient base belonged to the practice prior to my purchase of it, and I am always encouraged by

their reactions to the changes. They can tell immediately that they are in a modern medical facility. We also built a contemporary website to showcase our products and services, and we use various social media platforms to communicate with our patient base, so they can see that we are different — that we are better — before they even set foot in our office.



**Phoropter VRx**  
**Digital Refraction System**

## Better Technology, Better Care

Having the latest and greatest technology plays a big role in providing the best possible patient care and differentiating my practice. From the advanced retinal imaging and photographs I offer, to the newest visual field and OCT technology I've invested in, I do my best to ensure that my practice is on the cutting edge when it comes to technology. And patients recognize this. They realize they're not just getting a vision test, but rather a comprehensive eye exam. However, the refraction process is still the core of what we do, and the Phoropter and acuity chart are at the heart of nearly every patient visit. It became obvious to me that digital refraction should be an essential component of the patient experience I was striving to provide.

But which system was right for me? As a discerning entrepreneur, I did my homework on the digital refractor choices. As you might expect, there are a number of options available from respected manufacturers in the market. Although any of the available units would certainly enable me to perform a comprehensive refraction, I determined that only one model fit the modern image I was going for in my practice: The Reichert Phoropter VRx Digital Refraction System.

“PUTTING PATIENTS AT EASE IS AN ESSENTIAL ASPECT OF PROVIDING QUALITY CARE. I KNEW A DIGITAL REFRACTOR WOULD INCREASE MY REFRACTION SPEED AND EFFICIENCY, BUT I'VE BEEN AMAZED BY THESE LESS-OBVIOUS BENEFITS THAT I NEVER EVEN CONTEMPLATED BEFORE HAVING THE PHOROPTOR VRx IN MY PRACTICE.”

### A Smart Buy

When I decide to introduce a new element into my practice, cost is, obviously, an important consideration. Although the benefits of a digital refraction system do come at a premium price versus a traditional manual refractor and chart set-up, the Phoropter VRx is competitively priced, and the efficiencies in time management it provides have increased my productivity. I have calculated that the system paid for itself within a year or so through additional patient volume and my ability to write more prescriptions based on the precise measurements the Phoropter VRx provides.

Rolling the cost of the Phoropter VRx into my initial practice costs made the monetary decision relatively easy



**The Phoropter VRx controller features a sleek design and ergonomically arranged keypad. Buttons are grouped based on functionality for easy access and are LED backlit for better visibility in dimly lit exam rooms.**

for me. But, I believe it would be fiscally beneficial and sensible to do so at any stage of practice.

Any digital system should facilitate increased efficiency, but the advantages and features of the Phoropter VRx enable me to further increase the speed at which I provide patients with premium care in a personalized manner. The Phoropter VRx communicates seamlessly with my EHR, allowing me to wirelessly transmit lensometer, auto-refractor, and manifest refraction data to and from the device. Even better, the Phoropter VRx communicates with my Reichert Lensometer and with my existing auto-refractor (not made by Reichert). Only the Phoropter VRx has this “plays well with others” advantage.

But what really set Phoropter VRx apart for me, immediately, was the design. It is much more compact than other units and has a clean, crisp appearance that is equally fashionable and functional. The software is intuitive and easy to use. The unassuming controller sits on my countertop — looking sleek and impressive. Above and beyond this stylish appearance, the materials are a cut above the rest, too. Its metal housings, metal dials, and heavy-duty buttons are high quality ... and I am reassured of that every time I touch it. The exchange of the lenses is so fast that it is barely noticeable, and the motors that drive the dials are nearly inaudible.

### A Noticeable Difference

Reichert is the originator of the manual phoropter, an instrument with legendary quality. Like its forefather, the

Phoroceptor VRx is made in the U.S.A as well. Interestingly, the Reichert brand name has exceptional recognition — even with some of my patients.

When patients enter my examination room, more often than not, they take note of the Phoroceptor VRx and make a comment about how “high-tech” the office appears compared with their previous experiences. From young, tech-savvy patients who are excited to have examinations on cutting-edge technology to older clientele who have been through countless eye exams in their lifetime, everyone notices it. In fact, patients remark about it on a daily basis: “Oh, this is new!” “I’ve never seen one like this before!” “Wow, that is COOL.” And I know they are impressed because, due to the small profile of the Phoroceptor VRx, I can see their smiles during the refraction. This helps me to perform a better refraction because I can interpret the patients’ facial expressions while they’re reading the chart.

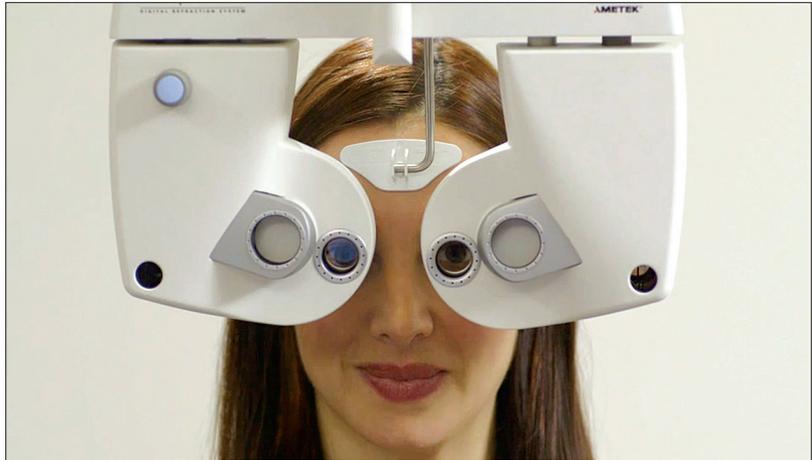
Speaking of the chart, Phoroceptor VRx comes with a sleek, modern, automated, digital acuity system (Reichert ClearChart). The charts are wirelessly controlled by, and

“INTERESTINGLY, THE REICHERT BRAND NAME HAS EXCEPTIONAL RECOGNITION — EVEN WITH SOME OF MY PATIENT BASE.”

synchronized with, the Phoroceptor VRx. Best of all, what the patient is seeing is also displayed on the controller screen in front of me, so I can stay focused on the patient’s responses. Not to mention, I don’t get a kink in my neck and shoulders from looking down the lane while having my arms up in the air, turning those dials all day.

### A Vast Improvement

In addition to the ‘wow’ factor and efficiency, I can confidently say that the Phoroceptor VRx has made a significant improvement in overall patient care and satisfaction. The compact design allows me to be more hands-on and interactive with patients instead of being stuck behind a screen. This improvement in physician-patient interaction enhances the patient experience — and their impression of my practice. The Phoroceptor VRx has even been helpful in easing nervous patients, including children, into the exam chair. Because of its appearance and design, the Phoroceptor



**With its compact design, the Phoroceptor VRx is non-intimidating and allows for greater visibility and patient interaction.**

VRx is neither imposing nor uncomfortable. Because I’m able to quickly flip between multiple refractions, even the most difficult patients are able to easily distinguish minor changes instantaneously. This has a calming effect on patients and takes some of the stress out of the eye exam for them. Putting patients at ease is an essential aspect of providing quality care. I knew an auto phoroceptor system would increase my refraction speed and efficiency, but I’ve been amazed by these less-obvious benefits that I never even contemplated before having the Phoroceptor VRx in my practice.

It has been almost 2 years since we opened the new office, and the results have exceeded my expectations. My goal to create a modern, stylish, and efficient practice that provides top-notch patient care and creates an unparalleled patient experience has been realized. Our practice is better — and not only do my patients realize this, but they share that fact with their friends and family. The Phoroceptor VRx is a big part of that differentiation and the experience that keeps my patients coming back. I can’t imagine practicing without it.



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