

WHY DRY EYE UNIVERSITY?

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Dry Eye University recently completed the 15th program and is slated for the 16th program in Denver, Colorado February 28th and 29th of 2020. The program has been attended by eyecare providers from all 50 of the United States as well as international countries such as South Africa, Australia, Brazil, Canada, Ireland and China to name a few. Dry eye disease is an international issue and millions are suffering from the disease, but there continues to be uncertainty among eye care providers about the reality of dry eye and the appropriate treatment approaches that should be taken.

Dry Eye University continues to provide the latest information to our attendees to help to unify the understanding of dry eye disease. The dry eye space is growing with new drugs, new diagnostics, and new therapies each month. Research continues to be done with a greater understanding of the disease from study to study. Keeping the Dry Eye University program fresh and inclusive of as many options as possible is important. Many practices, who have attended DEU in the past, continue to send some of their staff to each program. We have multiple practices that have sent various attendees to nearly one of each of our 15 programs.

Dry eye disease, ocular surface disease, keratoconjunctivitis sicca, dysfunctional tear syndrome, and aqueous tear deficiency are all terms used as impressions for the millions of patients. We can't even agree as to what to call the disease. This leads to some chaos and controversy in the dry eye space. Everyone isn't speaking the same language and there aren't formal agreed-upon standards of care for all patients. Some standards and recommendations have

been developed, but by different groups or entities and the recommendations vary, creating more confusion at times.

Dry Eye University was created to help educate practices on all aspects of dry eye disease. We look at the latest research and various algorithms and have developed an evolving "real world" approach to dry eye that we employ with great success in our day to day clinical operations at Bowden Eye & Associates in Jacksonville, Florida. The program has been created for Administrators, Physicians, and staff members and encompasses all areas of practice integration. The program has also been labeled as "gold standard" by the dry eye industry and many of the industry partners are sending their employees to the program for education. The program consists of a full presentation of all the many factors associated with the dry eye disease process. Over two days we educate how to diagnose and treat these various factors and how to implement dry eye into your practice or expand your existing dry eye clinic. We talk about the business of dry eye and discuss patient education as well as education of your staff to develop a standard of care for your practice to live by when it comes to treating dry eye disease.

Dry eye disease is multifactorial and if all the components aren't recognized, properly diagnosed and treated the patients and providers lose focus and then technologies get put in a closet. Ultimately the patients suffer. Education is critical to the success of proper dry eye care implementation. That education is required for all staff including management and administration, not just the providers.

Why Dry Eye University?

The program covers the following areas of practice integration:

Practice Management: Training for Staff and Providers
Staffing Needs
Creating solid processes
Marketing
Pricing Structures
Insurance vs. Cash Pay
Compliance
Facility Footprint

Introduction of Diagnostics, Products, Drugs, Therapies and Treatment/Surgical Options
Diagnosing and Treating the Multifactorial Disease
Treatment for the Surgical Patient

The program is an invitation only to industry partners that provide the necessary components for

each practice to be successful. Demonstrations are a natural part of the program.

To help practices AFTER the program is over, we have partnered in the creation of Dry Eye Access and Focal Point Advisors. Dry Eye Access is a web-based educational program committed to providing a full-time dry eye resource to practices. There are modules from Dry Eye University as well as forms, advertising suggestions, coding and compliance articles, etc. Focal Point Advisors will provide a “boots on the ground” approach for practice that would like a solid approach to helping jumps start the integration process.

If your practice has been considering adding care for the estimated 34 million Americans that are out there waiting please consider visiting the most comprehensive program available. Dry Eye University will have two to three programs each year and we look forward to seeing you there.



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