

The Importance of Implementing Aesthetic Based Procedures in an Optometry Focused Office

DR. SELINA MCGEE, O.D.

Dr. Selina McGee has been practicing optometry since 2002 with a driving passion to improve her patient's lives. Dr. McGee originally attended college in Kansas but after an inspiring summer working for two optometrists in Pennsylvania, she decided to transfer to Northeastern State University in Oklahoma and spent the following six years studying optometry. From 2002 until 2018 Dr. McGee worked and owned a few different practices as she continued to learn and excel at helping patients with their dry eye symptoms and a large variety of eye diseases requiring specialty contact lenses. It was then in 2018 that Dr. McGee took an interest in eye revitalization and began to offer these services to her patients via aesthetic focused avenues such as Intense Pulsed Light (IPL) devices, Radiofrequency devices, neurotoxins and fillers.

Dr. McGee's first introduction to aesthetic devices was the use of Intense Pulsed Light (IPL) devices. The biggest draw of IPL devices was the capability to treat the red and brown pigment on the face that naturally occurs as you age, via a non-invasive photo facial treatment. Cynosure's offering of the Icon platform, which includes MaxG, 1540nm, and 2940nm handpieces, is capable of covering a wide range of skin conditions. With the large variety of handpieces and wavelengths available as part of the Icon platform, treatments for the red and brown pigment, rosacea, as well as textural improvements are all skin conditions related to eye beauty that can be treated.

In continuing the trend for helping patients maximize their eye beauty, Dr. McGee also utilizes the TempSure radiofrequency platform. While at first leveraging the surgical aspects of the platform, Dr. McGee quickly realized that the non-invasive capabilities of the Envi handpieces (10mm, 15mm, 20mm) offer a much more accessible avenue for patients to improve the more annoying signs of facial aging such as crow's feet. While feeling primarily like a hot stone massage, the



collagen stimulating capabilities of the TempSure device help counteract the naturally occurring decrease in collagen due to aging to help patients look and feel younger. The more recent release of the new eye Envi 10mm handpiece further improves both the patient and physician experience by reducing the time it takes to get the patients skin to a therapeutic temperature and providing a more even heating for the patient making the treatment even more soothing than previous iterations. The major ergonomic improvements seen in the new handpiece enhance both user and patient comfort during treatment. The handpiece itself requires less pressure against the skin to activate and deliver the energy, reducing hand fatigue for the treating physician and making the treatment more comfortable to perform. Consequently, for the patient the handpiece glides much more easily across the skin resulting in a smoother, more even treatment that is also much more comfortable.



While these devices are capable of being used as stand-alone devices, the combination of both Icon and the TempSure device greatly improve patients pigment, texture, and wrinkles. The full suite of capabilities allow Dr. McGee to treat the full face with the IPL device and then the periorbital area for wrinkles with TempSure Envi and eye Envi handpieces. Both of these devices are non-invasive and give the patient a low-risk, high-reward avenue for improving their eye beauty.

While offering aesthetic based treatments can be a lucrative addition to an optometry practice's bottom line, it's important to consider the environment in which the patients will be receiving their treatments. If a patient has the option to choose between receiving an aesthetic device treatment in a 40-year-old building or a state-of-the-art, spa-like facility, they are going to prefer the newer facility for their treatments. That was an important decision Dr. McGee made as she rebranded to BeSpoke Vision and designed a new facility for her to continue practicing optometry. While still continuing to offer standard optometry services, as part of her transition into a new facility, she has specially designed a new suite specifically for periorbital aesthetic treatments.

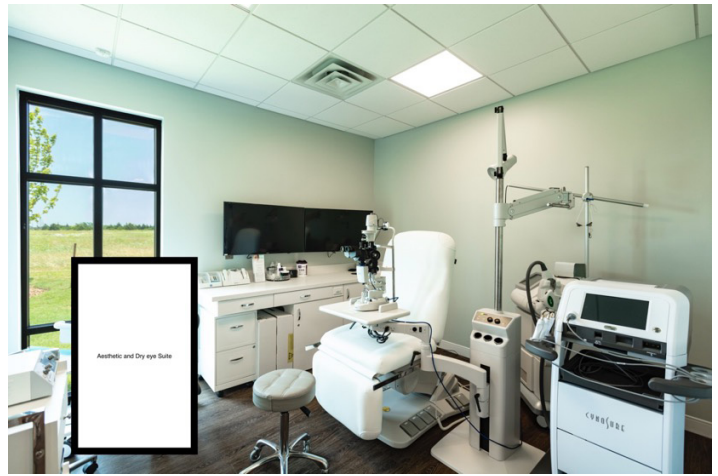
The professional setting of an optometry office combined with the spa-like environment makes the patient confident and comfortable in their choice to receive an aesthetic treatment.



The change from an older building to a state-of-the-art facility, along with rebranding, has also helped Dr. McGee improve her bottom line, in regard to both the aesthetic side of her practice as well as the more standard optometry offerings. Simply by moving into a new facility with an updated aesthetic, Dr. McGee has experienced an increase in profit from her customer curated eyeglass frames. By making the move to a new facility, Dr. McGee has been able to increase her social media presence which has led to more business for her practice. Additionally, her general patient population has a higher interest in the aesthetic-based offerings that Dr. McGee provides.



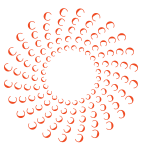
Incorporating aesthetics during an eye exam has been welcomed by her patients. She utilizes a questionnaire that includes questions like, "Would you like your eyes to be more open?, what about whiter eyes?, Do your eyes feel tired or



make you look tired? "In a perfect world is there anything you would like to enhance about your eyes and face?" These questions are included with photos of examples of ptosis, lateral canthul rhytids, frown lines, uneven pigment, photodamage, and rosacea. Having every patient fill out

this simple questionnaire opens up the dialogue so that Dr. McGee can take a deeper dive with the patient. She has found this method works best so that patients are made aware of how she can not only help them see their best but also look their best. So many cosmetics and beauty practices can affect eye health detrimentally. Energy based devices are a welcome addition to her practice because they offer a non-invasive or minimally invasive way to achieve desired results for patients without comprising ocular health.

The combination of non-invasive aesthetic treatment offerings via Icon IPL and TempSure radiofrequency treatments, a new and improved practice aesthetic, and an improved patient experience via specialized treatment rooms have all resulted in Dr. McGee increasing both the satisfaction of the patients that come to her for treatments as well as her bottom line.



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