



# Vision Source® TRUSTED COLLEAGUE

## Brandon Cornish, OD

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### VSR Program Brings Added Depth

*OD finds that engaged staff benefit from network as much as doctors do*

In the seven years that Brandon Cornish, OD, has been in practice in Fort Lauderdale, Fla., he has found that the camaraderie of Vision Source® members—both ODs and also staff through the VSR program—has been a major factor in his practice success. “Two members of my core staff have been very active with VSR, and that group—just like the South Florida group of doctors, has been fantastic in sharing best practices,” he says. In fact, every time he or staff attend a meeting, they come back with ideas to try in the practice.

For example, he heard from his colleagues that the iProfiler and iScription technology from ZEISS was a differentiator in a practice. “Other doctors told me they had success with it in helping set their practices apart by being able to offer customized prescriptions,” he says. That’s turned out to be true for his practice, too, which doesn’t surprise him with his patient base of technology-savvy young professionals. “My patients want to be in and out fairly quickly, but they also want to feel assured that they spent adequate time with me. Advanced technology helps me achieve both of those goals.”

Adding a 32-inch monitor in the exam room is one example of engaging patients with technology. “Patients can see me playing around with the Daytona optomap image of their eye, zooming in or showing them something that I find that’s important,” he says. A picture is worth a thousand words, in his opinion. He also uses iPads in the optical office, where his staff can take a patient’s photo and take some measurements.

The practice has sought additional ways to increase efficiency. The OfficeMate practice management system allows him to track key metrics and work on employees’ organizational skills as needed. Tailoring the appointment book to allow different time slots of different types of exams is another tip that he picked up from colleagues. “We get as much information on the phone when the patient is making the appointment. This means spending more time with patients during that step, but the result is that we have a pretty good feeling of what that patient needs or wants. For example, the staff member who schedules the appointment includes questions such as, “Do you have any hobbies where contact lenses might be convenient?” Dr. Cornish says he does a brisk business with patients of all ages who wear daily disposable contact lenses for school or weekend sports activities. “We also ask if they’re interested in a LASIK evaluation. I refer to my local TLC, so if there’s any interest, I’ll have those cards ready.”

For the first three years of his career, Dr. Cornish shared his office with an ophthalmologist, so his interest in providing as much medical care and co-management is high. Not only is it important for his own practice, but he also feels that it’s critical to the development of the Vision Source® network. “I have an excellent relationship with the endocrinologist down the street, but we need to get our names out to the broader medical community. What Vision Source® has done in helping groups promote themselves to managed care entities has given us such an opportunity. I would never be able to attract that kind of attention on my own.”

That idea brings Dr. Cornish back to the importance of the VSR program. He wants his staff to be acting at the highest level of professionalism and engagement. “I don’t want them to think of themselves as receptionists or technicians. They’re medical staff with pride and confidence in what they do.”



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### What’s Next

Brandon Cornish had big plans for his 4th of July holiday weekend. He added a second exam lane so that he could expand the practice for himself and potentially have the space to bring in other specialists for consultation days. The second exam lane is fully equipped with a Marco autorefraction system.

He is also planning to add slit lamps with live video feeds that he can review with the patient. “That’s a great tool for moving patients into one-day contact lenses. I can show them the neovascularization, even if they don’t feel any discomfort. The Fresh Day™ contact lenses from Sauflon have been amazing. Patients are getting a silicone hydrogel lens for the price of a HEMA lens. That’s a tremendous benefit that Vision Source® has brought to us,” he says.