



## EXCITING THINGS HAPPENING AT DIGITALOPTOMETRICS

*Vision Expo East was a whirlwind weekend. With so much new interest and positive feedback we are proud to say that the word is out about the success of DigitalOptometrics. I wanted to share a few examples of some of the exciting growth happening here at DigitalOptometrics.*

- We have branched out to multiple states across the country with new states being added almost monthly.
- We are now an international company partnering with two well-known optical brands in Canada.
- We have taken care of over 10,000 patients and with a very low, single digit, re-do rate. We are very proud of that!

*I would love to hear how things are going for you and any questions you have. If you are interested in joining our team, feel free to reach out!*

HOWARD S. FRIED, O.D.  
PRESIDENT



### Manager Of Optometry



Manager Of Optometry  
responsibilities include:

- Professional supervision of staff optometrists.
- Quality assessment of all examinations.
- Interview optometrist candidates.
- Participation in onboarding and training protocols.
- Credentialing of staff optometrists.
- Review of policies and procedures as they relate to billing of vision and medical plans.
- Perform comprehensive remote exams with NY optometry license from NY corporate office.

## Introducing

Dr. Chad Fellows, to the DigitalOptometrics family.

Dr. Fellows has agreed to perform the role of Professional Liaison for DigitalOptometrics.

Although a new member, Dr. Fellows has been involved with DigitalOptometrics for about 1 year now.

He is a graduate of Pacific University College of Optometry (2000); has owned multiple practices in the state of Utah; and currently has a practice in a Costco in Vermont.

Dr. Fellows will be helping us in numerous ways - from Optometrist recruiting to analyzing our quality of care. He will assist in strategy in developing programs that will benefit Optometrists and the company.

Welcome  
Dr. Fellows!



Contact Howard Fried, OD., President, DigitalOptometrics LLC at [hfried@digitaloptometrics.com](mailto:hfried@digitaloptometrics.com)

For more information visit: [www.digitaloptometrics.com](http://www.digitaloptometrics.com)

## Elevating Patient Care

*With our remote interactions with patients, we can go the extra mile in these 6 ways:*

- 1. Warmly greet the patient by name and introducing yourself.*
- 2. Maintain good eye contact through video eye piece.*
- 3. Dress professionally and have a nice work space.*
- 4. Review history and exam data, making comments about pertinent points.*
- 5. Make recommendations for lens applications recommending high quality products. Patients listen to your recommendations.*
- 6. Finalize exam findings and refer to specialists, as needed.*



## Providing Creative Solutions for Providers, Clinics, and Patients

*Hello Doctors!*

*I am excited about the many opportunities DigitalOptometrics is providing to the eye care industry and optometry.*

*We currently have a professor at a college of optometry in Israel who examines patients remotely for DigitalOptometrics in several New York vision clinics!*

*I recently had an inquiry from an optometrist who wants to partially retire, move to Florida, but continue to examine patients in Maryland. Responded that he can remotely examine patients located in the state in which he is licensed.*



### **Please follow our development as we grow into the state in which you are licensed!**

- If you are eager to work with us and are willing to apply for licensure in states in which we are growing, please contact me.*
- We conduct a formal interview process and are looking for optometrists who want to provide a high standard of care for patients.*

CHAD FELLOWS, O.D.  
Professional Liaison for DigitalOptometrics  
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