

# Tele-Optometry by DigitalOptometrics™

## Patient Frequently Asked Questions

**What is the business of DigitalOptometrics?** DigitalOptometrics is a technology company that has developed new optical software which permits Patients at an optical exam location to receive a "comprehensive eye examination" performed by a licensed and skilled optometrist from a location remote from the optical exam site and includes the use of a live remote video conference between Doctor and Patient. The system is sometimes referred to as Tele-Health or Tele-Optometry.



### Why is a remotely performed eye examination advantageous to the Patient? Now

Patients no longer will be required to make an appointment for an eye exam that matches both their convenience with the presence of an eye doctor at the exam site. Doctors will be available all days and hours that the optical exam site is open for business permitting the patient to walk-in whenever convenient for a comprehensive eye exam.

### What is the difference between a "comprehensive eye examination" and an eye examination limited solely to a "refraction"?

A comprehensive eye exam addresses ten (10) subject areas including a vision analysis, the gathering of ocular and medical information from the Patient and the performance of optical tests recommended by the American Optometric Association. The exam results in, among other things, a subjective visual finding to determine an accurate prescription for the correction of your vision and information on the current condition of the health of your eye. An eye exam limited to a "refraction" results solely in a finding for the correction of your vision.

**What will I experience during the comprehensive eye exam?** The exam will begin with your participation in a "DigitalOptometrics Tablet Kiosk-Patient Experience" – an education tool to enter your patient information and medical history. This will be followed by visual prescreening performed by a skilled on-site ophthalmic technician which includes an autorefraction of your eyes, determination of your current eyeglass prescription, photos of the front and back of your eyes along with a screening test for glaucoma. A remotely based ophthalmic technician will then perform a subjective refraction with a phoropter while conversing with you by a live remote video conference unit. All the information will then be delivered to a skilled licensed optometrist who will recheck, if necessary, your visual findings, review and discuss the exam findings with you, refer you to a specialist, if necessary, and answer your questions by live video conferencing. Finally, an optical prescription will be delivered to you within minutes.

**How much time does it take to perform a comprehensive eye examination?** From the time the Patient completes a registration form on a computer tablet to the completion of the comprehensive eye examination the total elapsed time will average less than 30 minutes.

### If correction of my vision is necessary how long will I have to wait to receive an optical prescription?

Prescriptions will be issued within minutes of the conclusion of the eye exam, allowing for quick and easy purchase of eyewear or contact lenses.

**Do I have to make an appointment for a comprehensive eye examination?** No. Walk-in Patients will be welcomed.

**Will the comprehensive eye examination be more expensive than one performed with a doctor present at the exam site?** No. The additional cost of having a doctor available to perform an eye exam at all days and hours is offset by the reduced cost of having the doctor perform exams on Patients located at more than one exam site.

**What occurs if the doctor observes a health condition in my eye?** The doctor will refer the Patient to an Ophthalmologist for further evaluation should the doctor observe an eye condition that requires further examination and advice.

**Will insurance companies provide coverage for eye examinations performed by tele-optometry?** Yes. Most companies will cover eye exams performed by tele-optometry because the exam includes protocol for early detection of eye disease and the technology will reduce the cost of comprehensive eye exams.

See other side for Host Retailer FAQs.

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## Host Retailer Frequently Asked Questions

**What are the most obvious benefits experienced by a Host Retailer by utilizing the DigitalOptometrics technology?** A comprehensive eye exam can be given without an eye care professional being scheduled and present at the exam site permitting eye exams to be performed during all days and hours of business operation.



**Are there economic benefits to be realized by the Host Retailer utilizing the DigitalOptometrics tele-optometry technology?** Yes. The fixed cost for the presence of an eyecare professional to perform exams is eliminated. A fee is only charged for each eye exam and multiple locations can be added without concern over the staffing of an eyecare professional at each location. Walk-in patients are encouraged with no appointment necessary. Sales will no longer be lost due to the absence of an eyecare professional to perform an exam and issue a prescription.

**What new equipment is necessary to utilize the remote eye exam offered by DigitalOptometrics and is financing available?** Depends upon the equipment currently utilized and what can be utilized. Cost to purchase can vary from \$ 25,000 to \$80,000 based upon equipment needed with very favorable lease/purchase terms that can be secured to finance the purchase. A no obligation site visit can be performed to determine the equipment necessary, provide monthly lease costs and a calculation of estimated return on investment.

**What will be the fee charged for use of the remote technology?** The host retailer will only be charged a small fee for each exam. No other minimum or fixed charge will be made to the host retailer.

**Can my doctor use the equipment when he/she is in the office?** Yes. Equipment can be used remotely by a licensed eye care professional or with an in-person doctor.

**Will it be necessary for patients to make an appointment for an eye exam?** No. DigitalOptometrics will be staffed for eye exams during all days and hours of your business operation with no limitations and without appointments.

**How long will it take for a patient to receive a prescription after the conclusion of the eye exam?** Prescriptions will be issued within minutes of the conclusion of the eye exam, allowing quick and easy purchase of eyewear.

**What size room will I need for the equipment?** The size of the room is typical for an exam lane approximately 6 ft. by 8 ft.

**Do I need additional staff?** Generally, no. The staff member you currently use for optical pre-screening can be utilized for pre-screening and presence in the exam room with the patient while the phoropter is operated remotely by our certified Ophthalmic Technician and Optometrist. If you do not currently perform optical exams then a staff member should be assigned.

**What is the typical Return on Investment for purchasing DigitalOptometrics technology?** The return of investment will depend on the equipment purchased. We can calculate the estimated return after determining your equipment requirements. But, the lease cost can begin at less than \$25 per day and be offset from the sales of eyewear secured from only a couple of exams per month.

**What increase in sales can be expected?** Probably substantial since no customer who seeks an optical exam without an appointment will be turned away. Hours and days of business operation with optical exams can be expanded without scheduling and incurring the fixed cost of an in-person Optometrist.

**Where can I see a demo?** We have an exam lane at our corporate office in Lake Success, NY available for a demonstration and can arrange an appointment with you.

*See other side for Patient FAQs.*