

Compelling Case for Change

OM Solutions:

- » Provides a clear path to benchmark clinical care through standardization and a protocol driven system.
- » A standardized administrative process flow ensuring medical claim reimbursement.
- » Model generates revenue for the practice that exceed cost of system (minimum 3 times return on investment).
- » Connectivity to Optometric Leadership through roundtables, peer review process and ongoing clinical education.
- » You are the Physician, we are the professional support team.

Optometric Medical Solutions provides an expert, turnkey, reimbursement service that will assist a practice in providing higher standards of care through medical training, medical model consulting and claims processing.

**OPTOMETRIC MEDICAL
SOLUTIONS, LLC.**

PO BOX 15159
San Antonio TX 78212

Phone: 210.249.0234
Fax: 888.803.7313
E-mail: jgodwin@optmedsol.com
Web: www.optmedsol.com



Solutions for the future of Optometry

Optometric Medical Solutions will be the leader in Optometric education of clinical pathways to enhance clinical patient care and maximize medical reimbursements.

THE CONDITION

Doctors of Optometry are the nation's largest group of eye care professionals. Given the trend in ocular healthcare relative to the aging population, Optometrists are perfectly positioned to provide the Medical Ocular Healthcare that will be needed in the coming decades.

In 1991, Optometrists were given medical licensure rights and the ability to develop the medical side of their practices. Doctors of Optometry can detect and diagnose eye disease, they can prescribe medications, they can evaluate and treat vision conditions, they can perform minor surgical procedures, they can provide pre- and post-operative care; in some instances they can even perform laser, refractive or glaucoma surgeries.

Because optometrists can recognize critical health issues such as diabetes and hypertension while examining the eye, having an eye exam can save a life as well as vision.

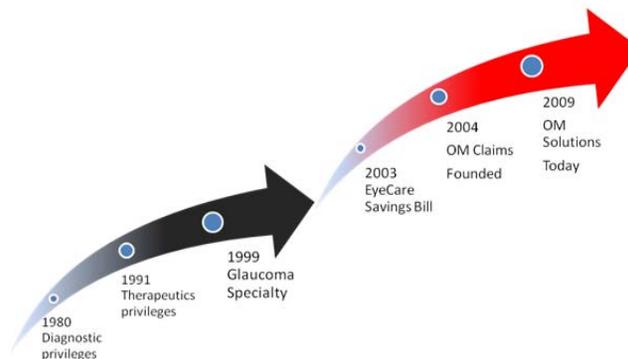
But the majority of optometrists are not yet participating in treating medical diagnoses. We have found many reasons for this are:

- Credentialing is a challenge.
- It is difficult to get onto medical panels.
- Doctor's do not have staff trained to handle Medical Model Administration.
- The doctor is not familiar with medical protocols, billing procedures and coding.
- The doctor has lost significant amounts of money to unpaid claims from improper medical claims processing.

THE TREND: THEN & NOW

"Health care is in a state of flux. The pace of change is exponential, with no sign of slowing down. All practitioners need to understand the basics of managed care and third-party reimbursement. Managed care is spreading throughout the country, and no region or area will escape. The knowledgeable practitioner will likely flourish in this environment, whereas the **uninformed practitioner will likely struggle and perhaps not survive.**"

Business Aspects of Optometry – Second Edition 2004: Chp. 36 pg. 365 Managed Care and Third-Party Reimbursement; Authors: Dr.'s - Lawrence Thal, Ronald Rounds, Roger Kamen, John Classe



WHY CHANGE NOW?

- ⇒ Increasing and Maximizing Reimbursement per Diagnosis
- ⇒ Relieve Economic Pressure from Retail Vision Plans
- ⇒ Incorrect processing and administration: Fraud/Abuse
- ⇒ Missed opportunity for treating medical conditions
- ⇒ Elevate Standard of care through treatment protocols
- ⇒ Prepare for Primary and Secondary Care Growth
- ⇒ Best Steward of Healthcare Dollar (Multiple Choices)
- ⇒ Insurance Companies are moving to protocol driven reimbursement systems

THE SOLUTION

Providing medical care requires much more than billing. Optometric Medical Solutions is not a billing and claims processing company. We are a "**CHANGE AGENT**" for your practice in facilitating the **implementation** of the Medical Model.

We have successfully created a medical protocol driven system through developing clinical pathways maximizing revenue per diagnosis in an already existing Ophthalmologically orchestrated and controlled system.

BENEFITS OF THE SOLUTION:

- ⇒ Improved Financial status of the practice
- ⇒ Clinical Education
- ⇒ Medical Model Implementation
- ⇒ Clinical Care Benchmark
- ⇒ Peer Review Process
- ⇒ Electronic Insurance Verification
- ⇒ Medical Claims Processing
- ⇒ Medical Accounts Receivable Management
- ⇒ Risk Mitigation
- ⇒ HIPAA Compliance