

Art of Eyecare Transforms Practice Performance with Strategic Protocols

The Practice

Dr. James Paulson leads a four-location optometry practice in rural Western Pennsylvania, committed to providing comprehensive primary eye care while maintaining profitability. With decades of experience, Dr. Paulson recognized the need to modernize billing practices and establish consistent standard operating procedures across all locations.

The Challenge

Despite running a successful multi-location practice, Art of Eyecare faced several critical gaps:

- **Outdated billing practices:** The practice billed only 1 level-four code for every 448 level-three codes, leaving significant revenue on the table
- **Inconsistent protocols:** No standardized operating procedures existed across the four locations
- **Unrealized practice benefit from disease management:** Only 3% of patients received optic nerve OCT testing despite higher glaucoma prevalence rates
- **Revenue underperformance:** At \$501 per OD hour, the practice wasn't maximizing its potential



“I looked at my OCT nerve number and saw 3%. That’s when I said I’m a lazy clinician. I’m not following clinical guidelines.”

Dr. James Paulson
OD, Practice Owner

The Partnership Solutions

Practice Performance Partners provided Art of Eyecare with Comprehensive Optometry Simplified, a structured program that transformed their approach:

Education & Training: All doctors participated in collaborative workshops, learning updated billing codes and clinical guidelines together.

Strategic Implementation: PPP guided the practice through systematic protocol development, starting with glaucoma management as the first pillar.

Data-Driven Accountability: Monthly metrics tracking revealed opportunities and measured progress against industry benchmarks.

Practical Tools: Clear conversation scripts and step-one solutions separated complex care from comprehensive exams.



Visit us online at

 practiceperformancepartners.com

The Result	Revenue per OD Hour	Revenue per Comprehensive Exam	Chronic Disease Managment & Follow-up	Optic Nerve OCT Testing	Macular OCT Usage
Before PPP	\$501	\$294	23% of refractions	3% of patients	7%
After PPP	\$653	\$387	39% of refractions	15%+ of patients	13%
Improvement	30%	31%	69%	400%	100%

“It’s way easier now. We’re just improving things and making the patient experience better, making the practice better just by learning a little bit and moving forward with it.”



Looking Forward

Dr. Paulson's team continues building on their success, with dry eye protocols next on the implementation schedule. The practice now operates with confidence, knowing they're following clinical guidelines while maximizing both patient care and practice revenue.



“This is primary care optometry with a plan. You can do all this with things you have and make it better.”

See how Practice Performance Partners can help you achieve similar results with proven protocols and systematic implementation.

Schedule Your Consultation Today

