

## TECHNOLOGY

# Telemedicine: Technologies for Optometry

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Telemedicine in optometry has been rapidly evolving for several years. The pandemic has served to accelerate that growth, enticing many established industry partners to upgrade their services and products, and resulting in the creation of new companies to serve the sudden need for remote care.

Recent developments in telemedicine technologies allow us to serve our patients in ways that we have never been able to before. Unfortunately, though, these same developments can bypass the quality care our patients are accustomed to receiving by promoting inferior services directly to our patients.

When deciding to incorporate telemedicine into your practice, it

is important to first decide what problem you want to solve. Delivery of a VAHoV (Virtual At-Home Visit) for follow-up care of in-office visits can be very beneficial for your patients but may not require adding a complex, robust system if many of the tools are already in place in your practice. In contrast, shifting your care to a more remote delivery system may require a vast investment in new equipment, new services, and new systems.

The ability to provide quality care is a professional decision that must be made with the patients' best interests in mind, considering all the factors and findings that affect each individual patient. To provide quality care, a connection between the patient and the provider must be established at some point. Telemedicine for optometry can offer synchronous care where the patient and provider are connected in real time, or it can offer asynchronous care where a doctor simply signs off without ever actually "seeing" the patient. These differences can dramatically impact your ability to deliver quality care, so be sure to know what you are getting into. The following telemedicine technologies are described and categorized to help you make the right decision.

## ELECTRONIC HEALTH RECORDS WITH TELEHEALTH

### Compulink

[Compulink](#) offers all-in-one EHR and practice management solutions, including a built-in telemedicine solution that allows the provider to conduct a video chat exam from anywhere. Compulink also offers MyEyeStore, an e-commerce solution that lets a practice sell products online, including contact lenses, dry eye solutions, and more.

### Eyefinity EHR

[Eyefinity EHR](#) has fully integrated telehealth capabilities. Providers can leverage their cloud-based optometric software to provide remote care for consultations, supervision, and medication management. Auto-coding helps ensure accurate billing and claims management. Soon, users will have the ability to expand practice reach and deliver personalized care with secure, HIPAA-compliant video chat functionality. Doctors who wish to perform a video visit are able to connect with their patient and document an exam simultaneously on the iPad app.

in just 30 minutes, nationally licensed optometrists utilize remote-operated optical equipment to perform a full vision analysis test and autorefractometer over video chat. If vision correction is needed, optometrists will give patients an updated prescription at the end of their appointment.

## 20/20NOW

[20/20NOW's](#) comprehensive eye exams are performed by a remote doctor using proprietary technology. Over 2.6 million exams have been conducted. Eye care practices have the flexibility to use their own doctor or a 20/20NOW-licensed optometrist to perform exams. The benefits are expanded exam coverage and lower costs. 20/20NOW's system is integrated with most OEMs, which allows practices to use most of their existing diagnostic equipment to launch "tele-optometry." 20/20NOW's technology includes AI and helps identify early signs of critical eye disease while improving patient experience. Based on surveys of over 15,000 patients last year, patient satisfaction is high at 98 percent, with 84 percent of patients referring the exam to a friend or relative.

## REMOTE PATIENT MONITORING

### Icare USA, Inc.

[Icare USA, Inc.](#) sells a range of tonometers for tracking intraocular



Advanced Ophthalmic Solutions offers a software platform that can be used in a clinic or remotely.

pressure. The iCare HOME tonometer is designed for patients to use according to their doctor's prescription. The HOME device has some upgraded features (i.e. audio cues), which allow training to be completed in the office or remotely. The results are then available online asynchronously for access by an ECP.

### Notal Vision

Notal Vision's [ForeseeHOME](#) AMD Monitoring Program includes a home-based device that supports the earlier detection of wet AMD. Offered by the Notal Vision Diagnostic Clinic, a credentialed healthcare provider, the ForeseeHOME program offers comprehensive patient training and monitoring between office visits. ForeseeHOME is FDA cleared and covered by Medicare.

## EQUIPMENT

### Marco

[Marco](#) offers a full suite of automated refractive and diagnostic devices as well as a broad range of premium classical exam lane equipment. Advancements include the 6100 series refraction software, enabling ECPs to maintain social distance, refract from anywhere, and address telehealth needs with no subscriptions required.

### NovaSight

[NovaSight](#) offers two flagship products: CureSight is an eye-tracking-based amblyopia treatment targeted toward children and intended to replace the eye patch. The treatment is carried out while the child watches any content of choice while the image undergoes real time processing



The iCare HOME tonometer lets patients monitor intraocular pressure at home.

according to the momentary gaze position. For telehealth, it treats children from the comfort of home under remote cloud supervision of the physician. CureSight provides feedback to caregivers and physicians via the cloud as well as remote real-time monitoring to measure compliance. The [EyeSwift](#) system is a comprehensive portable vision assessment device that screens for multiple vision impairments within seconds. The EyeSwift offers 11 different asynchronous vision exams and does not require an ECP to be present.

### Topcon Healthcare

[Topcon Healthcare's](#) new RDx telehealth software platform allows ECPs to conduct patient exams from

anywhere. RDx connects to Topcon's data management software, Harmony, and also to the CV-5000S digital phoropter, which makes it possible to conduct exams and record exam data from anywhere in real time. The full suite of Topcon software can effectively reduce errors and cut down on time across the board, which allows doctors to see more patients each day.

### PATIENT/ECP COMMUNICATIONS

#### EyeCarePro

Practices can use EyeCarePro's [GetSetCare](#) telemedicine platform for synchronous emergency consults, dry eye check-ins, vision therapy sessions, and ongoing appointments with chronic ocular diseases or conditions. HIPAA-compliant GetSetCare allows patients to set their telemedicine schedules and book through the practices' own websites.

#### Solutionreach

[Solutionreach](#) offers SR Telehealth, a secure, high-resolution video tool for telemedicine that is launched directly from a text conversation. Visits using SR Telehealth can be pre-scheduled, and instructions can be sent in the text or email appointment reminder. Then, a link can be sent a few minutes before the visit through text to launch

the secure visit. Solutionreach lets ECPs deliver instructions and links to a third-party telehealth solution or through SR Telehealth.

#### Telasight

[Telasight](#) offers ECPs real-time video consultations with fellow optometrists. Using the mobile app or the web-based platform, doctors can get advice, insight, or a second opinion on a patient currently in their office. The HIPAA-compliant service allows users to share scans, visual



The EyeSwift system is a comprehensive portable vision assessment device.

field images, or fundus images. Telasight users subscribe monthly.

#### VisionWeb

[Uprise EHR and PM Software](#) assists ODs in their management of remote patient visits with customizable video and audio appointments, image and video storage and access, a HIPAA-compliant patient portal, automated telemedicine billing, and electronic patient education content.