

From: Mark Dean
To: CONTACTLENSRULE
Cc:
Subject: Contact Lens
Attachments:

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To whom it may concern:

Again, the release of contact lens prescription is an issue. However, this issue is very simple to fix.

The reason practitioners reluctantly release prescriptions is because of the blatant disregard of the fillers for patient care, even though they argue the opposite. They fill out dated prescriptions, they fill prescriptions over the phone without hard copies and they tell people they charge much less for the product. This is all smoke and mirrors.

Here is how to fix the problem:

1. Have the filler of the prescription insist on a hard copy. No over the phone and read off the numbers on the box deals.
2. Have the filler keep the prescription on file and to log into a data base how long the prescription is good for and or how many refills the client is allowed to have.

These two steps solves most all the problems. It solves the issue of whether the prescription is current or not and it also forces the patient to return to the eye care provider to seek professional care to ascertain if the prescription needs to be updated and also evaluate on the overall health of the eyes.

The last item regarding the statement of pricing. They claim that their fees are over 50% less than private doctors offices. How untrue. Generally the private doctors lens fees are within a few dollars of what they charge and in some cases they charge a lot more than the private doctor.

In summary, in addition to keeping better bookkeeping they need to also have better truth in lending practices.

These criteria make this a win - win situation for both the doctor and fillers of the prescription.

Sincerely,

Mark Dean, OD

Please contact me at: if you have any questions or would like to talk with me.

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