

From: daemslie
Sent: Thursday, April 01, 2004 10:51 PM
To: CONTACTLENSRULE
Subject: Contact Lens Rule Project#411002

The following incident occurred in my office over the time period of Wednesday, March31, 2004 to Thursday, April 1, 2004.

My office received a fax confirmation form from www.visiondirect.com for verification of a patient prescription for contact lenses. Upon arriving in my office at 11:15AM on Thursday, I found the fax form and returned it to Visiondirect indicating that the prescription had expired on October 16, 2003. Because my office hours start late on Thursday to accommodate late evening hours, 9.25 "business hours" had elapsed from the time the fax had arrived in my office to the time that I arrived and found it. The patient in question called my office about 2 hours later stating that Visiondirect had informed her that they could not fill the prescription. She grudgingly scheduled an appointment for an eye exam and contact lens evaluation in 2 weeks. Two hours later, she called back to change her appointment to 3 weeks later because Visiondirect had called her back and told her that they were shipping her the contact lenses even though the prescription had expired.

It is my feeling that the time for verification needs to be longer than 8 "business hours" as many offices are not open every day from 9 to 5.

In addition, the filler of the prescription should receive the written prescription from the buyer just as occurs for prescriptions for pharmaceuticals. This will prevent the buyers from shopping frequently with the same prescription to stock up many more lenses than the prescription was originally written for. This also occurred with one of my patients. I examined the patient in October 2003 and he bought a 6 month supply of his lenses from me at that time. In December, 2003, I received a prescription verification for a 12 month supply from 1800contacts. One month later, I received a prescription verification request from visiondirect for the same patient, again for a 12 month supply of lenses. This situation is no different than if a patient had a pharmaceutical Rx and was allowed to keep it and then proceeded to visit all the local pharmacies to get much more of the drug than was written by the physician.

Thank you.

Douglas A. Emslie, O.D.