



Clearing the Way for Surgery

IN PRE-SURGERY DRY EYE TREATMENT, OASIS TEARS HELP SOOTHE EYES AND PATIENTS.

BY RANJAN MALHOTRA, MD, FACS

We see dry eye disease every day. It's a primary or concomitant problem for our general ophthalmology population and patients who are receiving treatment for ocular disease. For our cataract and refractive surgery patients, dry eye's impact on vision and ocular surface health has the potential to affect surgical outcomes.

Some patients bring their discomfort to our attention or have a telltale complaint of fluctuating vision despite visual acuity of 20/20, but other dry eye sufferers are less obvious. So tear quality testing and other diagnostic measures are part of our daily routine. Excellent options are available for diagnosis and treatment, and they're best used in combination with patient education.

CREATING A PARTNERSHIP

Conquering dry eye is a joint effort between doctors and patients, so we've implemented an approach that focuses on clinical accuracy and patient engagement. Tear osmolarity testing gives us an objective number to quantify ocular dryness. I explain to patients that tears need to be clear, because as they become polluted (a number of 300 or higher), fluctuating vision can occur.

About 70% of my cataract patients have dry eye. I explain to them that cloudy tears can affect measurements

for their lens implants (sometimes giving the appearance of irregular astigmatism), so we have to treat the problem before we take any measurements. After surgery, patients have to follow a regimen to keep the tear film healthy and preserve clear vision.

AGREEING ON TREATMENT

The treatment model also requires mutual understanding because, after all, the regimen is something the patients themselves perform. We use Restasis (cyclosporine, Allergan) to increase tear volume, but it doesn't heal the eroded surface of the eye. It may also cause a burning sensation, so patients sometimes get worse unless we use a drop of soothing tears before instilling the cyclosporine.

This is where Oasis TEARS come in. After we've identified dry eye and explained to patients that part of their problem is attributable to dryness, we introduce Oasis TEARS as part of the treatment plan. I explain that to improve tear clarity and volume, they must use the drops first to soothe the dry spots, and then use cyclosporine to increase the tear volume. I also show patients the layers of healthy tear film and explain that Oasis TEARS seal in the good elements of their tears.

My colleagues and I use Oasis TEARS because along with the active ingredient (glycerin), the drops have a high concentration of the inactive ingredient sodium hyaluronate, the same substance that makes up the

viscoelastics we use during cataract surgery. While ocular surface disease breaks down and irritates the epithelium, hyaluronate helps retain the soothing eye drops on the eye for a longer period of time.

"SHOW ME" THE DIFFERENCE

I live in "The Show-Me State" of Missouri, but even if you don't, it still helps to show your patients why Oasis TEARS work better than the other tears they've tried.

I open a sample of any commonly used artificial tear and have patients feel the drops between their fingers. Next, I do the same with Oasis TEARS. They immediately understand that Oasis TEARS are different. The first drops roll off their fingers and dry quickly, while Oasis TEARS adhere better and have better sustainability.

Finally, I put a drop of Oasis TEARS in my patients' eyes. They feel the soothing effects immediately, and most patients purchase the drops that day. Patients use the drops as part of their dry eye treatment regimen for 2 weeks, after which time the ocular surface is usually ready for surgery. Many post-op patients continue using Oasis TEARS to maintain a healthy ocular surface.



Ranjan Malhotra, MD, FACS, practices at Ophthalmology Associates Cornea and LaserVision Institute in St. Louis.

Think differently about your practice and how it serves patient comfort and care.
Explore how to implement an Oasis TEARS model unique to your practice.
Call 800 528 9786 • email: oasistears@oasismedical.com



CASE REPORTS: HOW I IMPLEMENTED OASIS TEARS® TO SERVE OUR DRY EYE PATIENTS AND OUR PRACTICE.



A Dry Eye "Care Package"

PHYSICIANS BUNDLE OASIS TEARS AND OTHER PREMIUM PRODUCTS TO HELP THEIR DRY EYE PATIENTS.

BY EDWARD LU

Oasis TEARS became the dry eye drop of choice at our practice for a simple reason: Our patients prefer them. Years ago, our team of physicians handed out many different artificial tears samples and asked patients for their feedback. Consistently, they gave the highest marks to Oasis TEARS.

Years later, Oasis TEARS are part of a comprehensive Premium Eye Care Package offered to our dry eye patients. Patients have been happy with the results and take comfort in knowing this is a high-quality product available only from their doctor's office.

CREATING A PREMIUM EYE CARE PACKAGE

Dry eye syndrome is very common, so ophthalmologists in our practice see many patients for whom this is their primary complaint. But other patients need dry eye care, as well. For example, surgeons must ensure that vision is clear and the ocular surface is stable before performing cataract or refractive surgery. As a result, patients with dry eye undergo treatment for several weeks prior to any surgical procedure.

To ensure that patients receive the best dry eye care in a way that's simple and straightforward to them and to our practice, we created some-



thing we call our Premium Eye Care Package. It contains several products patients can use to resolve dry eye, including omega-3 supplements, lid scrubs, a warm compress mask we created, Oasis TEARS and antibiotic drops (if necessary).

Our prescription pads include a "dry eye" option. Doctors check a box to indicate what products the staff should provide at the front desk. They are offered a Premium Eye Care Package or other more basic services. Thanks to the combination of our Premium Eye Care Package and in-office treatments, such as meibomian gland expression, fewer patients need other dry eye treatments, such as cyclosporine (Restasis, Allergan) and punctal plugs. When patients do require punctal plugs, using OASIS plugs reinforces their identification with the brand.

Once patients get in the habit of using Oasis TEARS, they keep using them and rarely switch to over-the-counter drops.

BUILDING AROUND A BETTER TEAR

Most patients who come to our practice are using inexpensive over-the-counter eye drops. When our physicians introduce Oasis TEARS, they explain that although other products are cheaper, they wear off faster. With proper education, patients learn that they can use fewer drops of Oasis TEARS and enjoy longer-lasting lubrication.

Physicians discuss the ingredients that allow Oasis TEARS to last longer in the eye. The idea of nonpreserved tears doesn't necessarily resonate with everyone, but they do notice that the drops are more comfortable to use. Their eyes look and feel better than they did with traditional over-the-counter drops.

When our doctors began using Oasis TEARS with their patients, it required an up-front investment in samples, and we didn't know where it would take us. Eight years later, we know it was a good investment. Patients are happy. They buy two or three boxes at a time, and they recommend the drops to friends and family. Our practice still sells other drops, but year after year, Oasis TEARS are our biggest sellers.



Edward Lu is the Director of Clinical Operations at IQ Laser Vision, with several locations in greater Los Angeles.

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