



Location
San Antonio, TX



Device
*Monaco,
Daytona*



**Doctors in
Practice**
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Leveraging Technology for Clinical and Business Success



Dr. Bobby "Chip" Wood, OD
Wood Vision Source®

Bobby "Chip" Wood, OD, has built a thriving optometric practice by combining cutting-edge technology with a strategic approach to patient care and business growth. With over two decades of experience utilizing Optos technology, Dr. Wood has demonstrated how integrating advanced imaging solutions like the *Monaco* and *Daytona* devices, can enhance both clinical outcomes and practice profitability.

Dr. Wood's journey with Optos began in the early 2000's, when he was an associate in a practice that was among the first four to adopt the technology. "Back then, units had a much larger footprint compared to today's sleek designs," he recalls. When Dr. Wood acquired his main practice, Wood Vision Source® in San Antonio, Texas, in 2010, he inherited one of the original Optos devices. After attending The Exchange® in 2016, he upgraded to the *Daytona* model, gaining access to autofluorescence (af) imaging and higher pixel resolution.

In 2021, Dr. Wood added a *Monaco* to his main office, integrating OCT screening into his standard of care. He moved the *Daytona* to his rural Uvalde, Texas, location, ensuring advanced imaging was available across both sites. "We decided to make **optomap** imaging a standard of care for every patient," he explains. For private pay patients, it's simply part of the comprehensive exam fee, and for managed vision patients, it's delineated as part of the comprehensive care. "It's not just about improving care; it's about building efficiencies and showcasing value, which are critical for business success."

“The ability to capture color fundus and autofluorescence images opened new diagnostic possibilities,” Dr. Wood says. “It also positioned our practice as a leader in technology, which resonate with patients and sets us apart from competitors.”

Driving Efficiency and Profitability

One of the key advantages of Optos technology, according to Dr. Wood, is its ability to enhance office efficiency. *"Many wellness visits don't require dilation,"* He notes. *"**optomap** imaging enables us to provide high-quality care while maintaining a steady patient flow. This efficiency translates to happier patients and more productive staff, both of which are essential for profitability."*

The Monaco device has been particularly transformative, combining **optomap color rg** imaging, af, and OCT screening into a single platform. *"Before Monaco, we needed separate devices for screening and medical evaluations,"* Dr. Wood says. *"Now, we can perform both seamlessly with one instrument."* The medical images are reimbursable through the patient's medical insurance. *"The consolidation is not only space-saving but also accelerates return on investment (ROI) by streamlining workflows."*

Maximizing Diagnostic Opportunities

Dr. Wood frequently uncovers significant pathology through **optomap** imaging. *"We see subtle peripheral retinal holes and tears frequently, and even patients with well-controlled hypertension may show small hemorrhages,"* he says. *"Recently, a first-time patient was amazed by the technology after we identified an issue requiring further attention. That 'wow' factor not only builds trust but also drives referrals."*

In one memorable case, an 18-year-old patient presented with peripheral vision changes. It was a holiday, but Dr. Wood was concerned by the symptoms the football player's mother described. The **optomap** image showed a retinal detachment. Dr. Wood called his retina specialist – who was finishing up his golf game. *"I was able to immediately share the images with him. He wanted to see the patient the same day and performed laser surgery. This rapid*

response builds our reputation and strengthens our referral network."

The technology also supports effective patient education for patients with glaucoma or diabetes, for example. *"We can show patients their optic nerve imaging, highlighting advanced cupping or hemorrhages that increase risk,"* Dr. Wood explains. *"Visual evidence not only aids in compliance but also reinforces the value of our care."*

Patient Education and Retention

Because the images support his clinical diagnoses, office efficiencies and patient education, Dr. Wood has made **optomap** imaging part of his comprehensive exam. It's bundled in for private-pay patients or as a strongly recommended co-pay for those with managed vision plans. His fee is the industry average, but for younger people, under the age of 22, he charges just a fraction of that.

"We take the time to explain the imaging findings and how they support both refractive and ocular health evaluations," he says. And parents appreciate the high quality of at an affordable cost.

Technology as a Business Driver

The upfront investment pays dividends in efficiency, patient satisfaction and practice growth. *"**optomap** is an income generator, both for screenings and for medical management of identified pathology,"* he says. *"But beyond that, it's a differentiator that sets us apart in the market."*

In fact, he says that he considers the instrument indispensable. *"It's been with me most of my career, and I can't imagine practicing without it. The wow factor combined with the efficiencies and enhanced patient education makes it an outstanding asset to any practice."*

As seen in VSOD Magazine



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