

The Award Winning
Malibu Rotary Club Surfwriter

April 10, 2013

Official Newsletter of the Rotary Club of Malibu

Malibu Rotary Club President William Wishard

Edited by Dr. John W. Elman

Pictures by Dr. John W. Elman

In This Issue (click underlined topics for web link when connected to the Internet)

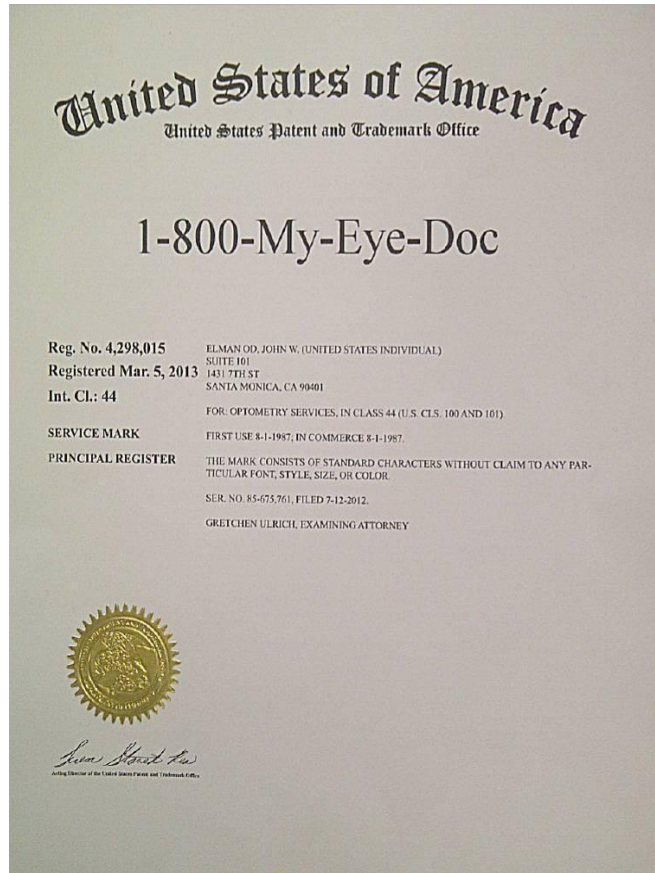
- Next Week at Malibu Rotary Club meeting in Room LC 152 at Pepperdine Drescher Graduate Campus For Noon Lunch: Mike Kelly on Family Law
- Last Week at Malibu Rotary Club meeting: Dr John W Elman presents "Who is 1-800-My-Eye-Doc?" Technological breakthroughs in Optometry
- Check [Calendar](#) on Malibu Rotary website MalibuRotary.org
- Malibu Rotary Club Website: www.MalibuRotary.org
- Rotary International Website: www.Rotary.org

- Rotary District 5280 Website: www.rotary5280.org/
- Rotary District 5280 “Rotarians Doing Business With Rotarians” Website: <http://yp5280.org/>
- RI President (2012-2013) Sakuji Tanaka
- Rotary District 5280 Governor (2012-2012): Lewis Bertrand
- Assistant Governor for Malibu Rotary Club: Julie Jenkins (2012-13)

Dr John W Elman presents “Who is 1-800-My-Eye-Doc?” Technological breakthroughs in Optometry

The screenshot shows a web browser window displaying the website <http://www.1800myeyedoc.com/door/>. The browser's address bar and tabs are visible at the top. The website header includes the name "Dr. John W. Elman" and the URL "1800MyEyeDoc.com" next to a graphic of an eye and optical equipment. A navigation menu on the left lists various site sections such as "Home Page", "Our Office", "Services Offered", "Optical Products & E-Buy", "Rebates & Specials", "Eye Information", "The Eyes & Vision", "Diseases & Conditions", "Organizations & Resources", and "Contact Information". A prominent blue button labeled "Book an Appointment" is located below the header. The main content area features a "Welcome" message in a stylized font, accompanied by an image of two eyes. Below this, a paragraph reads: "Welcome to 1800MyEyeDoc.com, the website of Dr. John W. Elman, Optometrist. Dr. Elman has been serving Santa Monica and the greater Los Angeles community since 1972." A portrait of Dr. Elman is shown to the right of the text. Further down, there is a detailed paragraph about the website's services, including information on office hours, parking, patient forms, and appointment booking. The browser's taskbar at the bottom shows the system clock as 12:21 AM on 4/15/2013.

When I joined the Malibu Rotary Club 35 years ago I must have given a craft talk. I don't remember what I said then, but for sure much has changed in my craft, my profession of optometry. Back in the 70's I was an optometrist, and I am still an optometrist, but technology has completely changed what I do and how I do it.



Let me start by answering the question “Who is 1-800-My-Eye-Doc?” The document shown here is a certificate from the United States Patent and Trademark Office, dated March 5, 2013, showing that the trademark 1-800-My-Eye-Doc is registered to me.

I didn’t set out to get the trademark, it found me because of the evolution of telephone numbers. If you lived in anywhere in the Los Angeles area in the 1970s and and 1980s, your area code was 213. When I opened my office in Santa Monica my area code was 213. After having business cards, stationary, and eye glasses printed with my phone number, I didn’t like the fact that the telephone company was changing my area code to 310, making all my printed material obsolete. Somebody called me and offered to sell me the toll free “vanity” phone number 1-800-MY-EYE-DOC. Vanity phone numbers are telephone numbers that spell a company name using the regular

telephone keypad. My reasoning for opting to get 1-800-MY-EYE-DOC (which on the keypad is 1-800-963-9336) is that it would be easy for people to remember, they could call it “toll free” (not a consideration now but in the old days you had to pay a toll for calling outside your area code) and—(main consideration for me) it would be good forever—I didn’t have to worry that the telephone company was going to change the area code and make all my printed material obsolete. I started putting 1-My-Eye-Doc on eyeglass cases and office literature, even though most people called me on the local 310 telephone number. A couple years ago I started getting phone calls from people on Washington DC, Maryland and Virginia, from a large optometry group who used the name MyEyeDr and had the telephone number 1800-My-Eye-Dr which was one digit different than mine. When I, or my staff, realized that these phone calls were not calling me, but rather an office on the east coast, we told them the correct number to call. Last year I received a certified letter from the attorney of this east coast optometry corporation, threatening to sue me unless I stopped using 1-800-My-Eye-Doc because it was too close to 1-800-My-Eye-Dr. They had a trade mark for MyEyeDr. I had to get an attorney to defend me, prove that I was using my name 1-800-My-Eye-Doc longer than they were using 1-800-My-Eye-Dr. I also filed to get my own trademark, and after about a year, just got it last month.

When I started practicing optometry in the 1970s computers were neither used in office management, exam testing, or anything else. I was always facinated by computers, however, and was on the cutting edge of electronic medical records when I started using computers to record patient records and office management software in 1987. In the 1980s I also starting using an

early computerized autoperimeter, an instrument to measure peripheral vision. This instrument can pick up blind spots in a person's vision.

By 2005, besides developing websites, including my main office site at www.1800myeyedoc.com, the home page of which is shown at the top of this story, the shift from advertising in printed yellow pages to search engine optimization in the internet, internet communications, the past 35 years has seen amazing technological changes on all fronts.

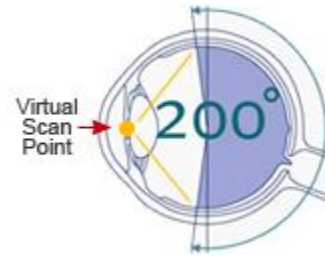
This past year has especially been one where technology has changed the way we do things in our office. Since last March I have utilized the services of Zocdoc (see www.zocdoc.com) to allow patients to book appointments online. Founded in 2007 with a mission of improving access to healthcare, ZocDoc is a free service to patients (the doctors pay) that allows patients to find a nearby doctor or dentist who accepts their insurance, see their real-time availability of that doctor, and instantly book an appointment via ZocDoc.com or ZocDoc's free apps for iPhone, Android, or BlackBerry. My office calendar had been computerized since 2000. We synch our calendar with ZocDoc so that people can see exactly what the open slots are, and after they choose from a drop down list the reason for their appointment, they type of procedure is assigned the proper length of time (usually 30 minutes or 60 minutes) and added to our in office calendar. Many of my new patients find me through ZocDoc's advertising on Google. My previous patients book online using the "Book Appointment" link on my website which links to the ZocDoc site. When booked I get a popup on all computers in my office and home also on my Blackberry cell phone. The pop up is like the old AOL "You've Got Mail!" As soon as I click on the ZocDoc link from any of my devices a confirmation e-mail or text is automatically sent to the person requesting the appointment by either e-mail or text. These are people who would probably prefer not to use a phone to talk on. In most cases I prefer an e-mail myself than having to pay phone tag with people. A reminder message is sent to the person making the appointment just prior to their a appointment. The company's most recent product, ZocDoc Check-In, allows patients to [fill out](#) their paperwork online in advance of their appointment.

What I am most excited about is the newest instrumentation I am having installed in my office this week, Optos Optomap ultra widefield scanning laser ophthalmoscopy. Optos was founded and incorporated in 1992 by engineer Douglas Anderson after his then five-year-old son went blind in one eye when a retinal detachment was detected too late. Although his son was having regular [eye exams](#), routine exams were uncomfortable, especially for a child, which made it impossible for the doctor to conduct a complete exam and view the entire retina. Anderson set out to commercialize a patient-friendly retinal image product that encompassed a digital widefield image of the retina in a single capture.



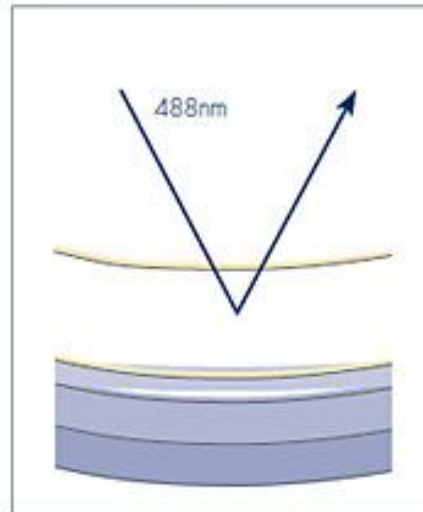
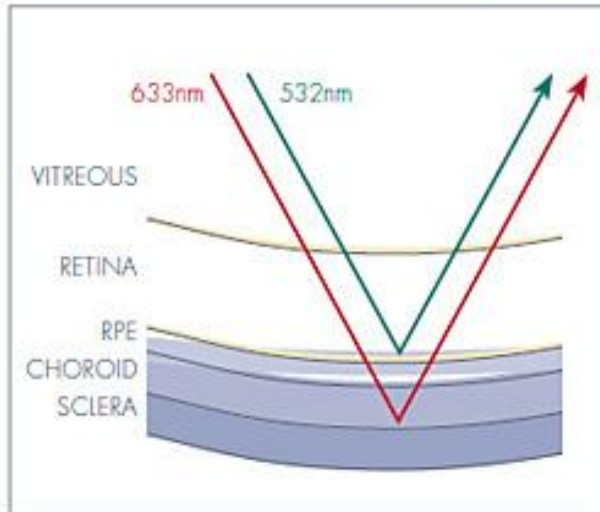
A normal ophthalmoscope only allows the doctor to see about 10° of the inside of the eye, the retina. By moving around, the view is only about 30°. To get the best view of the eye, the pupil is dilated with drops. The drops take time to effect dilation and time to wear off, causing the patient to be light sensitive several hours after the exam.

With the Optos scanning laser three beams scan 200° of the retina in 25 seconds, and then records a high definition picture that can be viewed by doctor and patient on a computer screen in the doctors examining room one minute later. This is without the use of dilating drops. And although the composite picture using the the red, green, a blue laser lights gives a full color picture, software allows the doctor to filter each light out



and see

Red, Green and Blue Scanning Lasers



things below the top layer of the retina.

To the left is an image taken with an Optos P200 Ultra Wide Scanning Laser showing a peripheral temporal retinal tear of the left eye.

Many diseases have no early symptoms, and traditional instrumentation limits the view that a doctor can get. A traditional ophthalmoscope may not show a potential problem. The Optomap image can lead to early detection of common diseases, such as glaucoma, [diabetes](#), macular degeneration, and even cancer.

Once the 25 second scan and resulting image is created it can be stored and compared for changes in the future. The software has measuring devices that can show if a lesion has grown since the original image was captured.

The basic retinal image can be e-mailed to the patient and to retinal specialists. It allows the primary care optometrist to be a better practitioner, deciding whether what he sees requires immediate referral for treatment, or can be watched.

I have known of this technology for at least 10 years but considered it too costly until now. The least expensive model costs \$75,000. The company has lease arrangements for the device, and in the past couple months the lease has been made more affordable. With each patient, Optos collects a fee from the doctor.

Starting next week I am recommending all my patient's have the Optos exam done. It is kind of a catch 22 about insurance paying for it. Even though this is beyond retinal photography it is categorized as retinal photography by insurance companies. They only pay for retinal photography if there is a known disease present. They don't pay for it as a screening device. If an image is taken and a disease found then it may be billed to the insurance. The cost of the Optomap image is \$39.00 added to the exam cost.

Latest on Malibu Rotary Club President Bill Wishard Heart Surgery



Updates from Bill's daughter Alison:

Sun, 14 Apr 2013 03:41:07

> To: <maliburotary@hotmail.com>

> Subject: Re: WNW Heart Surgery update

>

>

> Hi John,

>

> Dad wanted me to send you a message with an update. He is still in ICU but making progress. Today they did a cardioversion to regulate the heart from afib into sinus. The procedure was successful and he is resting today to build enough strength to start walking a bit tomorrow. He appreciates all the good thoughts and prayers he can feel coming from the club. He says he could possibly talk in the next few days. His spirits are good and he feels well taken care of. He will likely be at UCLA until at least Friday.

- >
- > Feel free to call for an update!
- >
- > Alison
- >
- > Alison Wishard Guerra, Ph.D.

Other News and Guests From Last Malibu Rotary Club Meeting

In Bill's absence **David Baird** presided over the Malibu Rotary Club meeting of April 3 10 with his "This Week in History" and several jokes.

Margo Neal had made a reservation for Rotary Ambassadorial Scholar **Livia Giordano** to stay at the Rotary District Convention Fess Parker Resort Friday and Saturday May 3 and 4th. Two nights at the special Rotary rate cost about \$408.00 and can be cancelled up to 3 days before. Livia especially wanted to spend the night on Friday, because she felt she could commute back and forth on Saturday. The Club voted to be pay for the one night, an amount not to exceed \$300.

Guests at the meeting of April 10th including two more friends of **Jimmy Mehm Mon, Khit Sarn** and **Janesh** both Mon people visiting from Chicago. While **Tom Bos** was leading a Rotary Group Study Exchange is wife **Jane Bos** visited the Malibu Rotary Club meeting on April 10, as did **John Elman's** wife **Lee Ann Elman**.

Rotary District News

RYLA camp will be held April 26-28. The Rotary Club of Malibu is again sponsoring 2 students, Marion "Gabriella" Grahek and Emma London. Geoff Ortiz has handled documentation getting the Malibu High School students signed into this sold out event.

Our local district is exchanging high school age students with 3 districts in Japan for the summer. Malibu Rotary Club will be helping to host the students on Tuesday, July 30th. David Baird is arranging a tour of the Pepperdine campus and Margo Neal is arranging a tour of Villa Getty in Malibu.

Instead of having a Presidents Dinner in April, all Rotarians and their families are invited to attend a special breakfast aboard the USS Iowa in San Pedro

Rotary District 5280 is having a Group Study Exchange (GSE) this year with Rotary District 2620 in Japan. The Rotary Foundation's Group Study Exchange (GSE) program is a unique cultural and vocational exchange opportunity for businesspeople and professionals between the ages of 25 and 40 who are in the early stages of their [careers](#). The program provides travel grants for teams to exchange visits in paired areas of different countries. For four to six weeks, team members experience the host country's culture and institutions, observe how their vocations are practiced abroad, develop personal and professional relationships, and exchange ideas.

Rotary District Convention at The Fess Parker Resort in Santa Barbara the weekend of May 3-5. The wine tour will be on May 2. Information and reservations are on the [Rotary District 5280 website](#).

Please see Malibu Rotary Club Website www.maliburotary.org for latest Calendar and future speakers and facebook pages for other news.

Like Rotary Club of Malibu on

facebook

Calendar

(all Malibu Rotary Club meetings are at noon in LC 152 at the Pepperdine Drescher campus Villa Graziadio Executive Center unless otherwise noted).

Apr 17, 2013

[Mike Kelly](#)

"Family Law "