

Dr. Friedman's Tips to Addressing Asymptomatic Dry Eye Patients

Patient Profile Scenario

Asymptomatic, but the signs are all there that patient has Dry Eye Disease based on doctors diagnostic test results.

Desired Outcome

Convince patient that it is necessary for them to treat dry eye disease even when asymptomatic. Key is education.

Messaging to Patient

- State your diagnosis of Dry Eye Disease to the Patient
 - It can be helpful to share any images that you've taken whether it be meibography or anterior segment photography, show the patient so that they can see it on the screen
- Educate the patient on key points of Dry Eye Disease
 - Dry eye disease is an inflammatory condition on the front surface of the eye
 - Provide metaphor to help understanding
 - Example from Dr. Friedman compares Dry Eye Disease to arthritis of the eyeball: just like arthritis and other inflammatory conditions it will continue to progress and get worse as we get older, and in fact it may progress to the stage that it can actually affect the vision, the comfort of the eye and the appearance of the eye, so that the best treatment right now is to address this inflammation, with an omega three fatty acid supplement approach that will not only address the inflammation in the eye, but also help be an anti-inflammatory for the entire body.
- Provide clear recommendation of PRN DE3
 - We need to be consistent with taking the omega 3 fatty acids in a particular form dose and ratio, every single day
- Stress importance of the formulation
 - The kinds that you see on the store shelves are not the same, you would have to take those by the handful in order to get the same nutritional value that you get in just three soft gels of PRN DE3 a day or one teaspoon of the liquid format.
- Educate patient on the chronicity of the disease
 - Something Dr. Friedman always talk about again is that even though you're asymptomatic right now. Dry Eye is a progressive disease, it could eventually affect your vision, and it's important that we address it now so that we prevent any progression of this disease going forward.

Additional Tips from Dr. Friedman

Something to consider, Dr. Friedman find that patients are more compliant, if they get more than one bottle out of the gate, oftentimes the patient will get the first bottle from the office but then they'll just go pick up any kind of Omega 3, substitute on the store shelf when they run out. So I do impress upon them that it's not the same as what they get on the store shelf that they can buy a three month supply here at the office and come back and get another three months' supply later or even a six month supply. Sometimes Dr. Friedman bundles them together so that they get a little discount if they get a couple of bottles at once.