

FOR IMMEDIATE RELEASE

Ophthalmology Startup Provides Much-Needed Human Approach to Patient Education

Recognizing the ever-expanding options for cataract patients and the enormous staffing challenges existing in ophthalmic practices, Fort Worth-based eye care education company is bridging an important education gap.

FORT WORTH, TX, April 2022 — In an environment where healthcare patients often find it complicated and difficult to understand options for care, Navigate Patient Solutions brings a much-needed human approach to patient education tailored specifically for cataract patients.

They do this by providing ophthalmology practices with scalable access to experienced, US-based surgical counselors. Prior to a cataract consultation and through surgery, a surgical counselor – called a Navigator – sits alongside patients providing personalized education that is approved in advance by its surgeon clients. Navigators use a proprietary technology solution developed by Navigate to facilitate these discussions via phone, video, and text with patients and their loved ones in an efficient, compliant, and effective manner. Navigators give patients the time and attention they need to process their diagnosis and learn more about it, all under the guidance and direction of the patient's surgeon.

Chris Moore, veteran ophthalmology industry executive and Navigate founder says, "I've spent most of my career in the ophthalmology industry, and I have seen first-hand the challenges many practices have committing the resources required to properly communicate the benefits and risks of cataract surgery options. I've also seen how uncomfortable many surgeons are in having these discussions with patients, especially when there is an out-of-pocket component."

"Technological advances for cataract surgery have been amazing over the last few years, and patients deserve access to all of the options for which they may be eligible," Moore says. "We're in a challenging staffing environment in eye care, so practices often can't commit the resources or the exam lane time to adequately educate patients. We're proud to offer a cost efficient and effective solution that is positively impacting the quality of life for patients, surgeons, and staff members."

Practices that work with Navigate report that patients have a better understanding of their upcoming surgery, surgeons are more effective with exam lane time, and practice

revenues are increasing. Practices also appreciate that the Navigate education program is very easy to implement.

Navigate is now actively accepting practices looking for a more effective and efficient means of educating cataract patients. Navigate is also interested in speaking with potential Navigators who are passionate about refractive cataract surgery and looking to take advantage of our flexible, work-from-anywhere, anytime schedule.

Learn more on our website navigatepatient.com.

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