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## A Smart, Efficient Way to Educate Patients



**James Katz, MD**  
The Midwest Center  
for Sight (TMCFS)

**"Navigate has been so easy to work with!** Their Navigators have all been very professional and worked so seamlessly with our clinic staff that our patients don't realize they're not employed by TMCFCS. We plan to continue this partnership indefinitely!"

 **navigate**

The logo consists of a stylized four-pointed star or compass icon followed by the word "navigate" in a lowercase, sans-serif font.



## Easy Connection, Valuable Results

For the past year The Midwest Center for Sight (TMCFCS) has partnered with Navigate Patient Solutions to educate its cataract patients. In that time, the practice's surgeons have noted that patients now arrive at their evaluations more familiar with the pros and cons of each lens category and with a clearer understanding of their value. Because of that, more patients are investing in premium lenses.

Navigate increased TMCFCS' premium presbyopia correcting lens conversions. Additionally, our educators:

 Saved 4-8 minutes per patient evaluation, resulting in 2-3 additional appointment slots for new patients each week.

 Reduced some of the need to hire additional staff members or replace resignees.

 Offered a consistent patient experience

### SURGEON 1

#### Before Navigate

Presbyopia  
Correcting 9%  
Lens

#### With Navigate

Presbyopia  
Correcting  
Lens 30%

### SURGEON 2

#### Before Navigate

Presbyopia  
Correcting 15%  
Lens

#### With Navigate

Presbyopia  
Correcting  
Lens 48%

## The Changing Work Landscape

TMCFCS' leadership offers competitive compensation packages to attract competent, educated individuals, but they still struggle to fill open patient care positions. Where has the talent gone?

In a word: home. Remote work has grown six-fold in the U.S. and has been especially appealing to college-educated workers. The trend is projected to continue increasing for U.S. professionals, both as a full-time and hybrid option.<sup>1</sup>

With the help of Navigate Patient Solutions, TMCFCS has capitalized on the remote work trend.

## The Need for Patient Education

Few cataract patients attend evaluations understanding their options, and usually, their most important questions surface after their office visit. To help educate patients, TMCFCS diligently sends home literature, but most patients don't read it, and, without a real-time resource to offer clarity, those who do read it, often don't understand it.

**"In spite of staffing needs and increasing volume,** we were diligent about patient education, but like most practices, we were still seeing patients arrive at evaluations unprepared for the decisions they needed to make," says Dr. Katz.

## Navigate Educates Cataract Patients

Our patient educators – called Navigators – facilitate education for cataract patients on behalf of your practice. Navigators are:

 knowledgeable professionals with surgical backgrounds in ophthalmology and optometry.

 timely and proactive. Patients respond well to a counselor who contacts them to discuss their surgery and is available when they need to initiate conversations.

 enthusiastic about the meaningful, flexible, remote work they get to do – and it shows.



## How it Works

Navigate's patient educators use proprietary technology to facilitate discussions via phone, video, and text with patients and their loved ones in an efficient, compliant, and effective manner.

Education begins at the time of a cataract diagnosis and continues through the upcoming cataract evaluation.

### OUR PROCESS IS SIMPLE.

- Patients **schedule** a cataract evaluation with your clinic.
- We **connect** the patient with one of our expert Navigators.
- Our Navigator **educates** the patients about options for their upcoming surgery, answers questions, and builds a relationship with the patient.
- Navigators **document** what they learn from patients with surgeons and their teams in advance of the evaluation.

### OUR GOALS ARE CLEAR.

- Become an extension of your practice. We use your practice's name and talking points so that patients never hear "Navigate Patient Solutions."
- Focus on education. Navigators focus on building a trusting relationship, not pushing a specific lens.
- Ensure patients are comfortable selecting a new lens during their evaluation and that they arrive more confident and less worried about their procedure.
- Provide detailed information from Navigator/patient interactions that helps practice staff lead patients through the surgical process.
- Remove some of the headaches of recruitment and retention from your practice.