



# How Femto-Second Laser Technology Elevates My Practice

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# Disclosures

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- B & L
- Cassini
- LENSAR
- Med Claims Compliance Corporation
- Rayner
- RX Sight

# My GO TO

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# My WHY

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If we have the opportunity to do better  
for the patient, we should.

# How I got to this-

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2010- Approval of first-generation femtosecond cataract laser, began research

2013- Integrated femtosecond cataract laser technology into my practice

2015- Discontinued technology because my outcomes analysis suggested no clear benefit

2021- Began seeing large influx of more dense cataracts post-COVID, after discussions with colleagues acquired LENSAR Gen 1 femtosecond technology

2023- With the launch of ALLY, realized the undeniable benefit to me as a surgeon, my patients, my staff and the practice overall



# Most important decisions for each patient

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Will you have the surgery?

**YES**

How will we remove the lens?

Which lens is best for the patient?

# HOW- Let's talk safety

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- Ultrasound during phacoemulsification can lead to corneal endothelial cell damage due to mechanical trauma from sonic waves and thermal injury.<sup>1</sup>
- Several studies have reported that the application of FSL can alleviate corneal endothelial cell loss and corneal edema in the early postoperative period.<sup>2-4</sup>
- There are reports of up to 25% reduction in endothelial cell loss compared to the conventional manual phacoemulsification procedure.<sup>5</sup>
- Consistency and safety as it relates to creation of CCC<sup>6</sup>



# HOW- Let's talk happier patients & staff

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- What patients like:

- Less time under the laser
- More comfortable
- Less time in the ASC
- Quicker recovery



- What staff likes:

- Dr. Labor likes it, so they like it (Happy Doctor=Happy Staff)
- Integration of Topo/tomo technologies, less chance for data entry error
- Quicker cases leads to shorter day

# HOW- Let's talk additional revenue

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- Significant case volume translates into significant increase in surgical revenue
- Our approach to upselling this technology makes it easier for patients to agree to it
- Greater than 99% conversion rate
- We're able to upgrade a monofocal to femtosecond laser technology
- Not uncommon for patients who upgrade to FSL to also request upgraded IOL technology
- Superior technology enhances marketing ROI

# Summary

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**Femtosecond laser technology elevates my practice in my view because:**

## **#1- Better for the Patient**

- Faster visual recovery (less post-op edema)
- More complete visual recovery (astigmatism correction)
- Less time at the ASC
- More comfortable and less time under laser

## **#2- It's Better for the Staff**

- Happy Doctor= Happy Staff
- Shorter surgical day
- Seamless integration with other technologies (less chance for error)

## **#3- Better for the Practice**

- Happy Patients= Happy Doctor= Happy Staff
- Enhances marketing ROI
- Additional revenue

Thank you

*"I would rather be ashes than dust!*

*I would rather that my spark should burn out in a brilliant blaze than it should be stifled by dry-rot.*

*I would rather be a superb meteor, every atom of me in magnificent glow, than a sleepy and permanent planet.*

*The function of man is to live, not to exist.*

*I shall not waste my days trying to prolong them.*

*I shall use my time."*

- Jack London