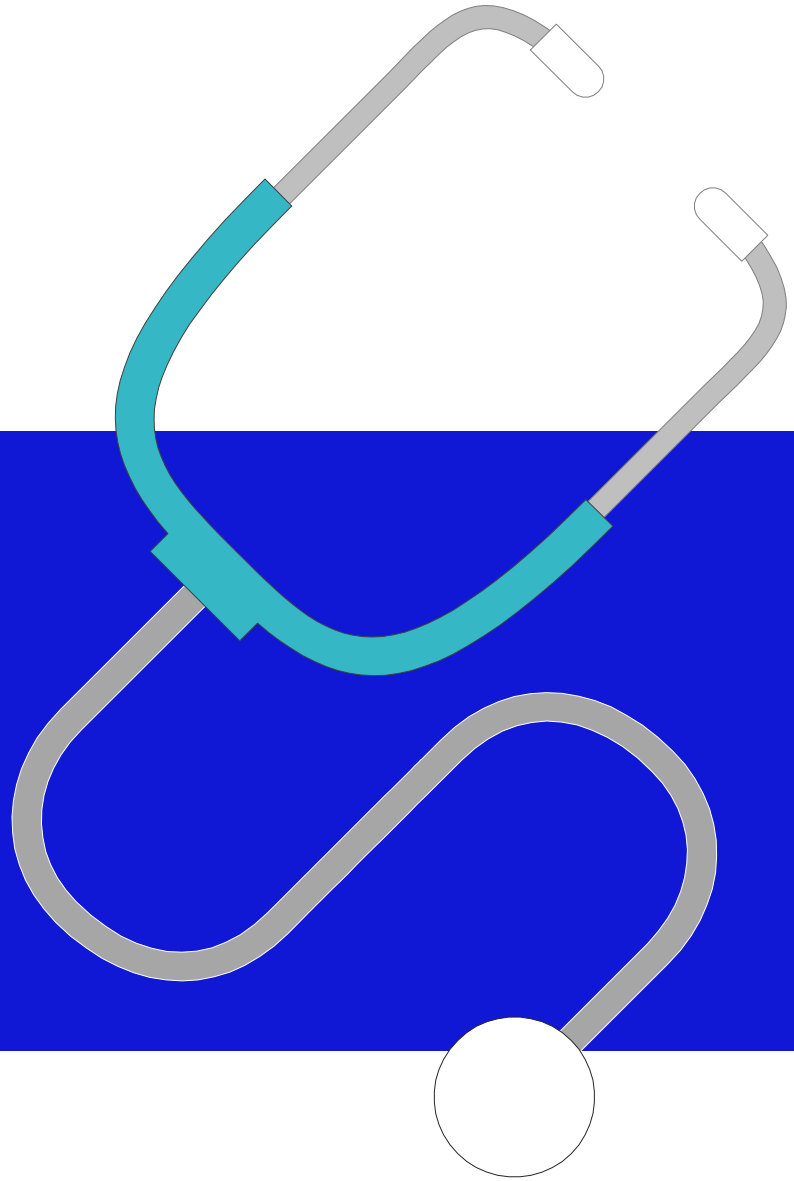




Chase Eyecare Cannock Case Study





Chase Eyecare

Chase Eyecare is an independent family eyecare specialist that has been in business since 1906, with 2 sites in the Staffordshire region. In addition to standard eye exams they offer a range of services including Ocular Coherence Tomography (OCT) scans, specialised eye exams, diabetic eyecare, retinal photography and children's eyecare.

As a result of the COVID-19 pandemic and subsequent lockdowns, Chase Eyecare have been doing things differently with the help of Doctorlink's video consultation solution.

What were they looking to achieve

They wanted a solution that made it easy for patients to access eyecare services. This included patients unable due to come in because of mobility issues, shielding or medical reasons, or those that didn't need to come in to see a clinician physically.

They had tried using other video consultation systems but found Doctorlink to be very simple and easy to use, particularly for their elderly patients.



What happened when Doctorlink was implemented?

Chase Eyecare received many referrals from local practices. In one scenario they saw a patient with a suspected case of Shingles but following a video consultation and further triage questions, they were able to confirm a different diagnosis.

It was rare that following a video consultation, the patients needed to come in for a further face to face appointment or to be sent on to the hospital for further treatment. And as the nearest hospital is in Wolverhampton this was an added benefit for patients during the peak of COVID, as they did not need to increase their exposure by having to visit the hospital.

Chase Eyecare also began to offer a COVID urgent eyecare service, as an alternative option to presenting at A&E for urgent and minor eye conditions. With this service, Mr Shakeel Puri, Consultant Optometrist, conducts a telemedicine appointment, to triage for COVID symptoms. 9/10 of patients using this service had access to a mobile device that allowed it to take place as a video consultation.

As part of this COVID urgent eyecare service, the practice can send a prescription to the patient's local pharmacy that delivers to their home address. This end-to-end service saves time for both the patient and practice. It is also more convenient for the patient when a face-to-face appointment is not required for triage.



Patient Usage and Feedback

To encourage patient uptake, Chase Eyecare ran a social media campaign and sent out messages to patients that weren't able to come in - highlighting that the video consultation was a free service for them to use, giving them more confidence to use it.

Chase Eyecare have seen patients of all ages via video consultation, including the elderly, children and babies, with patients very positive in their feedback. They like that it's a secure consultation - with nothing recorded, allowing them to speak freely - and that it's easy for them to use.

Even with restrictions no longer in place Chase Eyecare have continued to see consistent usage of video consultation. Recently they've had video consultations with patients calling in from their company offices, patients working in other clinics, as well as those who are at home. They expect a mix of these types of video consultations to continue as they offer a more convenient solution for those seeking care.