Integrated eye care is a recent development in the delivery of eye care services to managed care health organizations. These managed care organizations could be traditional commercial, Medicare, or Medicaid plans, or the recently developed accountable care organizations (ACO’s) and hospital-based payor systems. The integrated eye care model is one that can deliver the optometric, optical, ophthalmology (3 O’s), outpatient surgical centers along with uniform data management across all eye care services for patient reporting and quality measurement.

The formation of eye care systems was first developed in the mid 1990’s with the concept of physician practice management companies that formed Local Area Delivery Systems (LADS) for the purpose of creating operational efficiencies for eye care practices. Most of these physician practice companies had a financial aspect of the models involving private equity firms or the public capital markets.

Recently, private equity firms have renewed their interest in building integrated eye care systems for the same purpose of operational efficiencies, but taking the model to the next step of integrations by building a management services organization (MSO’s) to provide a uniform platform of claims management and reporting for payors. These MSO’s will also look to consolidate services by eye care services companies for quality and cost management.

MSO’s will be locally developed. Eye care practices that align with these MSO’s either through a strategic partnership or an equity alignment will operate as a single entity for the purpose of contracting with the managed care organizations in their market. A great deal of emphasis will be on uniform systems within the participating practices as well as the measurement of quality outcomes for patients. This will set the stage for quality based reimbursement requirements by the managed care organizations and government sponsored plans like Medicare and Medicaid.

Eye care services companies should begin to develop a plan of how they can participate in these local area delivery services or LADS organizations to be involved as part of the model. As a Vision Council member, Visibility Management has been retained by The Vision Council to assist in providing consultative services in the area the managed care.

For more Information, visit www.visibilitymgmt.com.

Visibility Management, LLC has been retained by The Vision Council to provide assistance in the area of managed care and the impact on the vision industry. Visibility Management has recently updated their website with services that area are available along with the backgrounds on the partners involved with the consultative services. Visibility Management has a team of nine experienced industry experts to advise clients.