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*welcome to*

# **HOW TO ADD AN ESTHETICS SPECIALTY TO YOUR PRACTICE**

BUILD A SPECIALTY PRACTICE WITH THE PLAN TO PROVIDE ESTHETICS WHICH CAN ALSO BENEFIT INTERVENTIONAL DRY EYE CARE.



BY DR. MELANIE DENTON

# table of CONTENTS

DURING THIS INTRODUCTORY MODULE WE WILL DISCOVER “WHY ESTHETICS?” AND DO A DEEP DIVE AS TO HOW TO INVEST SMARTLY AND MAKE THIS METHOD PROFITABLE FOR YOUR PRACTICE.

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ABOUT ME

THE “WHY”

THE RESEARCH

MY CHANNEL

DEPRESSION + DRY EYE

THE BENEFITS



BY DR. MELANIE DENTON

**OPTOMETRIST & DRY EYE SPECIALIST**

*a little*  
**ABOUT ME**

I'VE BUILT AN OPTOMETRY PRACTICE AROUND MY PASSION, A UNIQUE APPROACH TO DRY EYE SYNDROME TREATMENT. I ALSO USE UNIQUE METHODS IN THE DEVELOPMENT OF MY MEDICAL PRACTICE, AND MORE IMPORTANTLY, MY BRAND.

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**DR. MEALNIE  
DENTON**



DR. MEALNIE DENTON

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**IS A MEDICAL ESTHETICIAN A REAL THING?**

*What is medical esthetics?*

Eye School with Dr. D!

SUBSCRIBE

I ENJOY SHARING MY KNOWLEDGE, DISCOVERIES, BREAKTHROUGHS, SYSTEMS AND PROCESSES, IN FACT I ENJOY IT SO MUCH I STARTED MY OWN YOUTUBE CHANNEL! I AM SO THRILLED TO HAVE ACCUMULATED SO MUCH USEFUL INFORMATION THAT I AM PASSING IT ON TO YOU!

A DEEPER DIVE INTO ...

# THE WHY

INCREASING NUMBER OF  
ESTHETIC TECHNOLOGIES  
THAT FALL WITHIN OUR  
SCOPE/OFFER BENEFITS FOR  
OCULAR DISEASE

OVERLAP WITH DRY EYE/OCULAR SURFACE  
DISEASE

ADDING A NEW DIMENSION OF CARE "SELF  
CARE"

ADDING A NEW REVENUE STREAM THAT IS  
NOT OD DEPENDENT

THERE IS A PATIENT WANT/NEED

EYE SAFE EYE MAKEUP AND SKINCARE



# DEPRESSION + ANXIETY & DRY EYE

## ONE

SIDE EFFECT OF  
PSYCHOTROPIC DRUGS?

[RESEARCH LINK](#)

VIEIRA ET AL. DEPRESSION AND DRY EYE: A NARRATIVE  
REVIEW. REV ASSOC MED BRAS 67 (3) MAR 2021

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## TWO

TENDENCY TOWARD  
LOW PAIN THRESHOLD  
OF DEPRESSIVE  
PATIENT?



DR. MEALNIE DENTON

what does  
**THE RESEARCH SAY?**

IN THIS MULTICENTER STUDY OF 535 PARTICIPANTS WITH DRY EYE DISEASE, THOSE WHO SCREENED POSITIVE FOR DEPRESSION HAD WORSE DRY EYE SYMPTOMS AND OVERALL DRY EYE SIGNS.

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**Original Investigation**  
March 10, 2022

**Association Between Depression and Severity of Dry Eye Symptoms, Signs, and Inflammatory Markers in the DREAM Study**

Yi Zhou, BA<sup>1</sup>; James Murrrough, MD, PhD<sup>2</sup>; Yinxi Yu, MS<sup>3</sup>; et al  
> Author Affiliations  
JAMA Ophthalmol. 2022;140(4):392-399. doi:10.1001/jamaophthalmol.2022.0140

**Key Points**

**Question** Is severity of dry eye symptoms and signs associated with presence of depression?

**Findings** In this multicenter study of 535 participants with dry eye disease, those who screened positive for depression had worse dry eye symptoms and overall dry eye signs but similar inflammatory markers compared with those of participants with dry eye who screened negative for depression.

**Meaning** In this study, patients with dry eye disease and depression may have more severe dry eye symptoms and signs than those without depression.

**RESEARCH**

The physical and mental burden of dry eye disease: A large population-based study investigating the relationship with health-related quality of life and its determinants

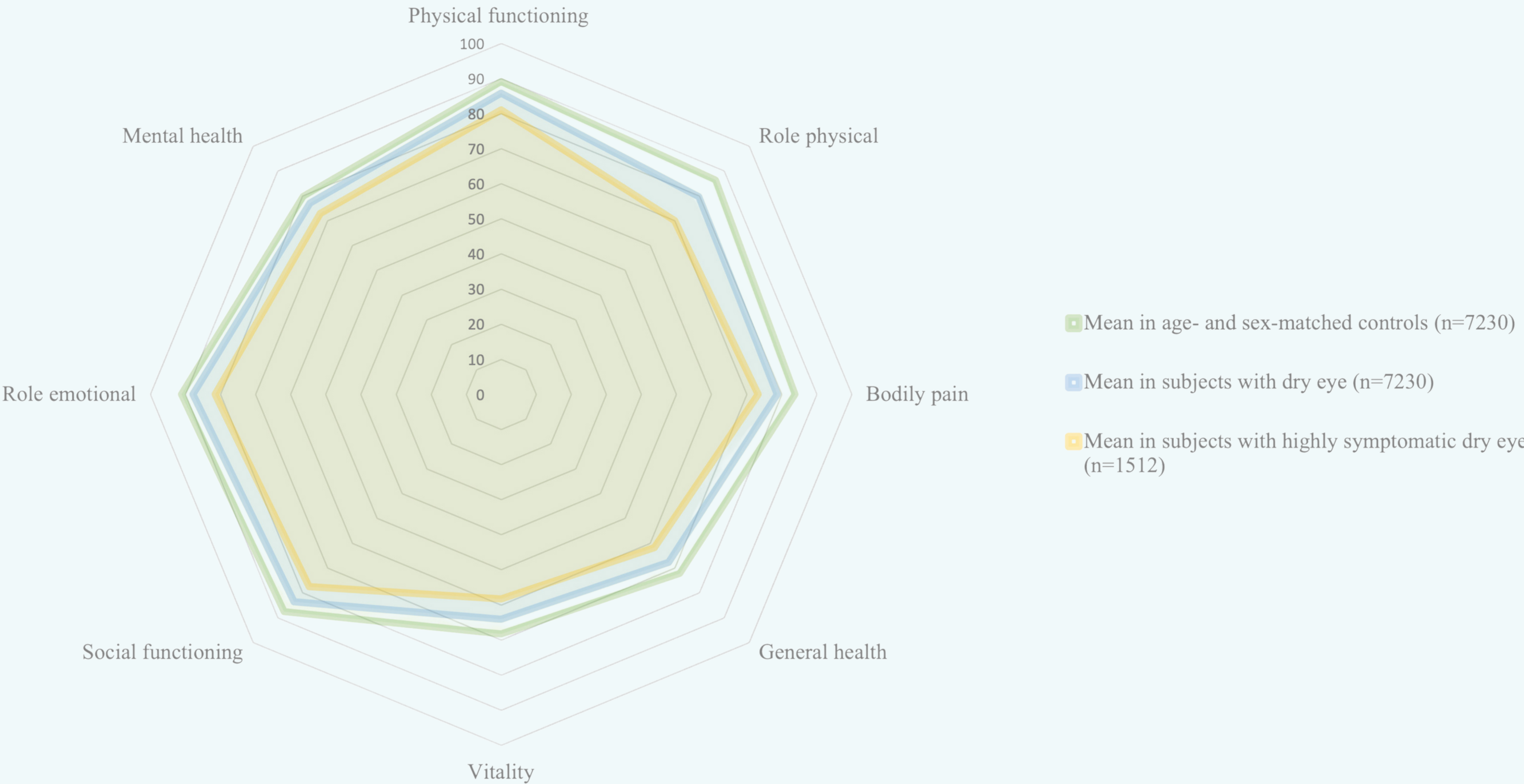
Mathias Kaurstad Morthen <sup>a, b</sup>, Morten Schjerve Magno <sup>a, b, c</sup>, Tor Paaske Utheim <sup>c</sup>, Harold Snieder <sup>d</sup>, Christopher J. Hammond <sup>e, f</sup>, Jelle Vehof <sup>a, d, e, g, h</sup>

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Figure 2 depicts the mean scores of the eight domains of HR-QoL in subjects with highly symptomatic dry eye, subjects with moderate dry eye (WHS definition), and in age- and sex-matched controls. A completely filled octagon would represent a perfect quality of life in all domains. As can be seen, HR-QoL is reduced in even the least symptomatic subjects with dry eye and further decreased in subjects with highly symptomatic dry eye. The corresponding generic values of PCS, MCS, and all eight domains can be found in Appendix Table 2. The mean PCS score was 48.1 (SD 10.1).

**RESEARCH**







DR. MEALNIE DENTON

# what does THE RESEARCH SAY?

ACCORDING TO THE LATEST RESEARCH HEALTHCARE THAT ADDRESSES SELF-CARE KNOWLEDGE GAPS IMPROVES OUTCOMES.

WITH NURSES, DOCTORS, HOSPITAL BOARDS AND INSURANCE COMPANIES ACKNOWLEDGING SCIENTIFIC EVIDENCE THAT SUPPORTS HOW GOOD FOR US SELF CARE ACTUALLY IS; BOTH MENTALLY AND PHYSICALLY; WE AS OPTOMETRISTS BECOME PART OF THE NETWORK FOR KNOWLEDGE TRANSFER AND SUPPORT OF INNOVATIONS IN SELF-CARE.

WE'RE NOW AT THE FOREFRONT OF MEDICAL CARE AND CAN SUPPORT AND TRAIN OTHERS IN SELF-CARE MEDICAL CARE TO THE BENEFIT OF OUR PATIENTS AND BUSINESS.

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International Journal of Nursing Studies  
ELSEVIER Volume 116, April 2021, 103402

### Self-care research: Where are we now? Where are we going?

Barbara Riegel <sup>a, b, A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z</sup>, Sandra B. Dunbar <sup>C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z</sup>, Donna Fitzsimons <sup>D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z</sup>, Kenneth E. Freedland <sup>E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z</sup>, Christopher S. Lee <sup>F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z</sup>, Sandy Middleton <sup>G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z</sup>, Anna Stromberg <sup>H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z</sup>, Ercole Vellone <sup>I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z</sup>, David E. Webber <sup>J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z</sup>, Tiny Jaarsma <sup>K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z</sup>

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**Abstract**

**Background and objective:** The beneficial effects of self-care include improved well-being and lower morbidity, mortality, and healthcare costs. In this article we address the current state of self-care research and propose an agenda for future research based on the inaugural conference of the International Center for Self-Care Research held in Rome, Italy in June 2019. The vision of this Center is a world where self-care is prioritized by individuals, families, and communities and is the first line of approach in every health care encounter. The mission of the Center is to lead the self-care research endeavor, improving conceptual clarity and promoting interdisciplinary work informed by a shared vision addressing knowledge gaps. A focused research agenda can deepen our theoretical understanding of self-care and the mechanisms underlying self-care, which can contribute to the development of effective interventions that improve outcomes.

**Methods:** During conference discussions, we identified seven major reasons why self-care is challenging, which can be grouped into the general categories of behavior change and illness related factors. We identified six specific knowledge gaps that, if addressed, may help to address these challenges: the influence of habit formation on behavior change, resilience in the face of stressful life events that interfere with self-care, the influence of culture on self-care behavioral choices, the difficulty performing self-care with multiple chronic conditions, self-care in persons with severe

**RESEARCH**

“

THE BENEFICIAL EFFECTS OF SELF CARE INCLUDE IMPROVED WELL-BEING AND LOWER MORBIDITY, MORTALITY, AND HEALTHCARE COSTS”

RIEGEL ET. AL IN INTERNATIONAL JOURNAL OF NURSING STUDIES





NOW THAT WE'VE DUG INTO BOTH THE DRY EYE RESEARCH AND THE SELF CARE RESEARCH YOU CAN SEE THE CONNECTION BETWEEN THE OPPORTUNITY AND THE HOLE IN THE MARKET.

KNOWING THAT IMPROVING SELF-CARE KNOWLEDGE GAPS IMPROVES OUTCOMES MAKES YOU BETTER ABLE TO SERVE YOUR PATIENTS; WHILE CONNECTING WITH THEM REGULARLY AS AN ONGOING REVENUE ASSET OUTSIDE THE NORMAL OD/PATIENT RELATIONSHIP.

WITH SELF CARE GOING MAINSTREAM NOW IS THE TIME TO BE AT THE FOREFRONT OF MEDICAL CARE AND SUPPORT OUR PATIENTS IN A WHOLE NEW WAY.

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*it's time to add*

**ESTHETICS**

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*let's discover*

**THE FINANCIALS**

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