



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

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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.

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

40K+

SUBSCRIBERS

1.8M

VIEWS IN 2022

116.2K

HOURS OF WATCHTIME

35%

MORE REVENUE IN 2022

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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.

This IssueViews 1,697Citations 1Altmetric 175Comments 1

Original Investigation

March 10, 2022

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

Yi Zhou, BA¹; James Murrough, MD, PhD²; Yinxi Yu, MS³; 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

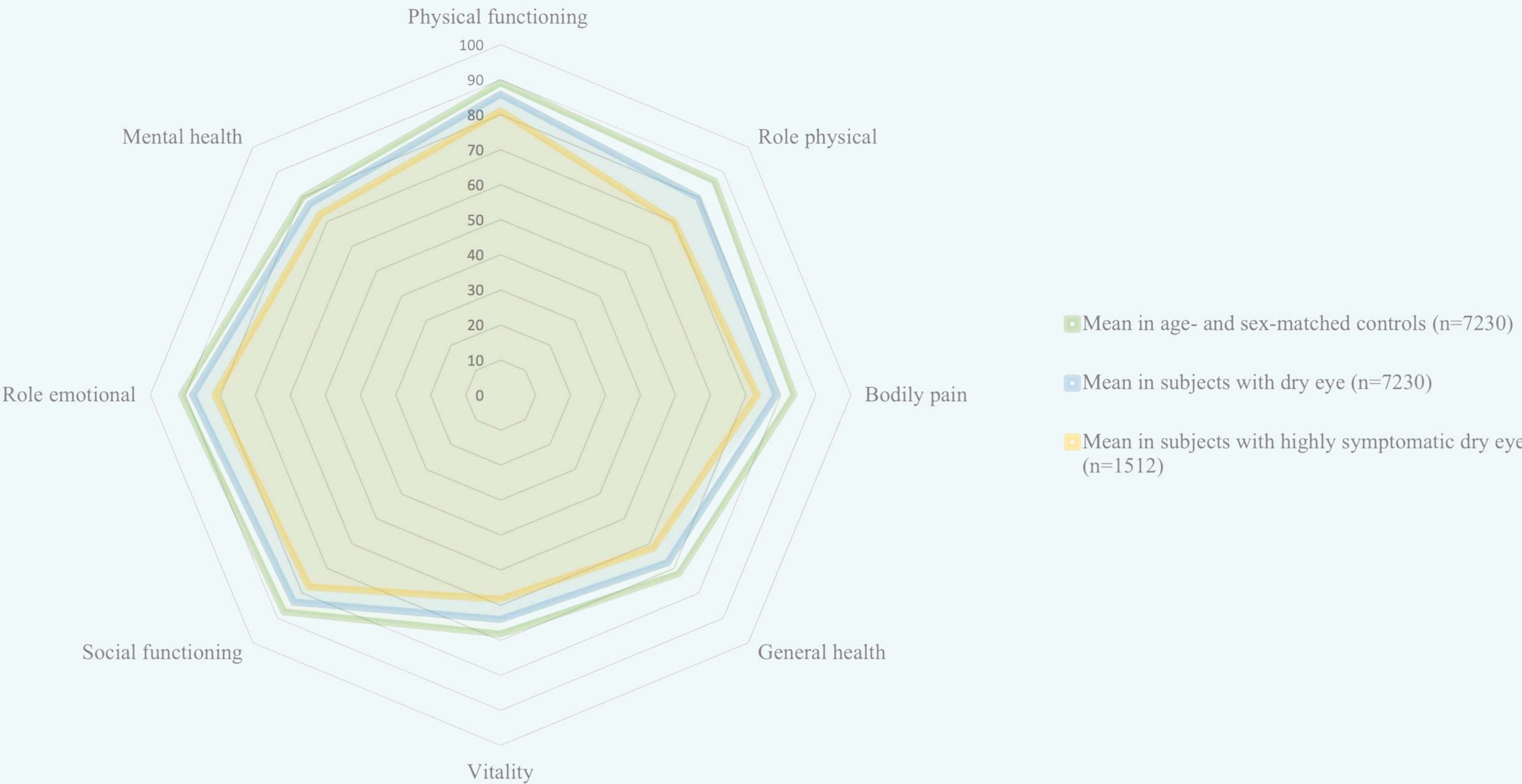
Mathias Kaustad Morthen ^{a, b}, Morten Schjerven Magno ^{a, b, c}, Tor Paaske Utheim ^c, Harold Snieder ^d, Christopher J. Hammond ^{e, f}, Jelle Vehof ^{a, d, e, g, h}

Show more

Figure 2 depicts the mean scores of the eight domains of HR-QoL for subjects with highly symptomatic dry eye, subjects with controls (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 every domain in people with dry eye and further decreased in subjects with highly symptomatic dry eye. The corresponding numeric values of PCS, MCS, and all eight domains can be found in Appendix Table 2. The mean PCS score was 48.1 (S

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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“

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 RESEACH 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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