

ATIOL conversion **doubled** in five weeks — without adding a minute of chair time.

Northwest Eye Surgeons, a multi-location ophthalmology group in Washington State and part of the **Sight Partners** network, piloted InSightVR across two sites. Five weeks later, Sight Partners purchased InSightVR for **10 practices across its portfolio**.

THE PRACTICE



NORTHWEST EYE SURGEONS

PRIVATE-EQUITY PARTNER



SightPartners

2×

ATIOL CONVERSION
AT LEAD SURGEON

10–12

PATIENT SIMULATIONS
PER DAY

0

ADDED PHYSICIAN
CHAIR TIME

5 wks

FROM PILOT START
TO PURCHASE

Results by Surgeon

Measured against each surgeon's own pre-pilot baseline at Northwest Eye Surgeons.

METRIC	SURGEON A	SURGEON B
ATIOL conversion	30% → 60%	25% → 49%
Daily utilization	12+ simulations/day	10 simulations/day
Workflow impact	No added time	No added time
Patient response	Notably more decisive	Strong post-surgical feedback

"Now that we've seen the upside, we cannot let the headsets go."

— SIGHT PARTNERS LEADERSHIP, AT THE FIVE-WEEK MARK

WHAT HAPPENED NEXT

A two-site pilot became a ten-practice purchase. Five weeks in, **Sight Partners bought InSightVR for 10 practices across its network** — a decision made on Northwest Eye Surgeons' own data, not a vendor projection. **At the two pilot sites alone**, the projected lift is roughly **900 additional advanced-technology IOLs annually**.

How Northwest Eye Surgeons actually pulled it off

These results didn't come from the headset alone. They came from seven deliberate implementation choices — all of which are repeatable, and none of which require rebuilding your practice.

1 A real product champion

One person who believes in patient education and owns adoption. Northwest Eye Surgeons operates from a clear premise: every patient is a premium candidate until they prove otherwise.

2 They tracked results from day one

Patient lens preference before and after the simulation, plus time spent in each session. That data is what allowed leadership to build a proforma and justify the purchase to Sight Partners.

3 A strong patient journey already in place

InSightVR amplifies good education — it does not replace it. Solid pre-education resources and trained lens counselors came first.

4 A skilled counselor drives the simulation

The lens counselor or OD was already having strong lens-option conversations. The technology is only as effective as the person guiding it.

5 A brief introduction at visit one

A short lens-options discussion on the first visit, with InSightVR used as the visual anchor.

6 A dedicated 20-minute return appointment

Every advanced-technology candidate comes back for a focused visit with the lens counselor and surgeon, using the simulation in greater depth.

7 Simulation runs during the conversation, not after it

Rather than discussing lenses and then demonstrating, they do both at once — the headset becomes a visual aid and reference point for a conversation the practice is already having. This is the single change that kept chair time flat.

WONDERING WHETHER YOUR PRACTICE IS READY?

- ✓ You have a lens counselor or OD already leading premium lens conversations.
- ✓ You have someone willing to own adoption for the first 60 days.
- ✓ You can bring advanced-technology candidates back for a dedicated appointment.
- ✓ You are willing to capture simple before-and-after preference data.

Most practices we work with check three of these four on day one — and we help build the fourth during implementation.

See it with your own patients.

Our team handles implementation directly — on-site training, workflow integration tailored to how your clinic actually runs, and coaching through your first live patient days. You are not handed a headset and left to figure it out.



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