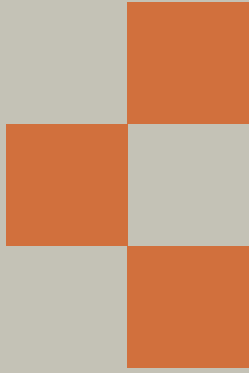


CASE STUDY

How Dr. Copeland Elevated General Eye Care by Integrating Carrot



carrot

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CASE STUDY

Dr. Copeland founded Innovative Eye Care over six years ago, building her practice from scratch in a suburban community. She primarily serves a healthy patient population, but her practice needed an upgrade to enhance the patient experience and streamline workflows. Traditional visual field testing was getting the job done, but when Dr. Copeland discovered Carrot (formerly Virtual Field), she was drawn to its ease of use and the modern, high-tech appeal it offers to her practice and patients.



We get lots of comments about how cool our new technology is. We used to have an Octopus, and no one ever said anything about that!"

| | |
|--|---|
| <p>Exams Used</p> <p>24-2 BOLT N-30 Screening</p> | <p>Uses Carrot For</p> <p>Screening all patients age 16 and older, including elderly and patients with mobility issues</p> |
| <p>ROI Per Year</p> <p>5244%</p> | <p>Favorite Benefits of Carrot</p> <p>Data is safe and backed up to the cloud</p> |



Making the Switch to Carrot

Adopting Carrot was simpler than Dr. Copeland expected. Carrot integrated smoothly into her practice’s pretest routine. It now sits alongside the auto refractor and optos pictures in her workflow, providing a seamless transition from one test to the next. It’s so convenient that Dr. Copeland uses Carrot practically every day.



We like the easy-to-review results from previous exams using progression analysis – especially for pituitary adenomas. Mostly, we use [Carrot] as a screening tool for everyone. Everyone is introduced to the tech if they’re 16 or older.”

And since Carrot is Dr. Copeland’s default screening exam, it’s been a great benefit for the practice’s bottom line. The return on investment with Carrot has been significant. Its lower cost compared to traditional machines, combined with routine screenings, has allowed Dr. Copeland’s practice to quickly recoup expenses

A Positive Patient Response

It’s not just Dr. Copeland and her team who appreciate Carrot. Patients have also reacted positively, often commenting on the "cool" factor. More importantly, it’s helped increase accessibility in her clinic. It’s easier to overcome language barriers with Carrot’s 41 language options, and because it’s so portable, Dr. Copeland can conduct comfortable, patient-friendly exams almost anywhere in her practice.



The audio instructions are useful, as we have a high population of patients who speak Spanish. Patients with poor mobility or those who use a wheelchair can do their visual field tests in the exam room instead of using the Octopus.”



CASE STUDY

Secure Data and Smooth Integration

Unlike Dr. Copeland's previous experiences with traditional machines, Carrot's cloud-based system prevents data loss, which helps enhance reliability in long-term disease monitoring.



We had an Octopus that died, and we lost some of the data because it wasn't backed up."

Setting up the cloud-based data storage wasn't hard, either. Dr. Copeland mentioned that the training required was minimal and all the staff really needed was the quick-start guide. Still she found the onboarding and training resources extremely helpful for integrating with her practice's existing software — without troubleshooting.



Setting Her Practice Apart



We really haven't had a negative experience with [Carrot]. It seems to work pretty seamlessly. It's nice that the staff just kind of hands it off to the patient, and the machine does audio instructions itself. It's pretty foolproof!"

Carrot has completely transformed Dr. Copeland's practice, improving both patient satisfaction and clinical outcomes. The seamless integration, enhanced accessibility, and efficient use of space have been a perfect fit for her practice. Now, patients experience a faster, more comfortable test, and the practice runs more smoothly — and Dr. Copeland's practice has a competitive edge.



[Carrot's] technology sets us apart from other offices that don't use it."

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