

CASE STUDY

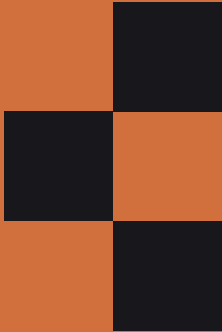
Vision Clinic Delivers Consistent, High-Quality Care with the Carrot Visual Diagnostics Platform

Dr. Steve Rice | Optometrist, CEO – Vision Clinic
& Administrator, Vision Source Missouri



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CASE STUDY

Dr. Steve Rice has spent his career committed to one guiding principle: providing exceptional patient care. As an optometrist, practice leader, and CEO of Vision Clinic, Dr. Rice has built a growing network of practices across Southwest Missouri grounded in compassionate care, clinical excellence, and long-term patient relationships.

Today, Vision Clinic includes five locations, 12 doctors, and 88 staff members. While Dr. Rice’s role has evolved to place greater emphasis on operational leadership, his dedication to the patient experience remains unwavering. As the organization grew, Dr. Rice sought technology solutions to support consistent diagnostics, efficient workflows, and high-quality care across all locations.

<p>Exams Used</p> <ul style="list-style-type: none"> 24-2 BOLT 30-2 BOLT 10-2 BOLT 24-2 Full-Threshold 30-2 Full-Threshold Ptosis Suprathreshold Full Field-120 Screening – Fixed 30-2 Screening 24-2 Screening 30-2 Threshold Superior 30-2 Suprathreshold 30-2 Screening – Fixed Nasal 30 Quantify-Defects 	<p>Hours Saved Annually</p> <p style="text-align: center;">13.7 hours</p>
	<p>Key Opportunities</p> <p>Improve patient flow, maintain diagnostic consistency across multiple locations, and invest in scalable, financially sustainable technology</p>
	<p>Annual ROI</p> <p style="text-align: center;">93%</p>

The Challenge of Legacy Perimetry

As Vision Clinic expanded to multiple practices and grew its team of doctors, maintaining consistency in diagnostics and the patient experience became increasingly complex. Traditional tabletop visual field equipment created bottlenecks in diagnostic rooms, slowing patient flow and limiting flexibility across busy schedules.

“When we solely relied on our Humphreys for visual field testing, our diagnostic room would get hung up.” Dr. Rice explains.

Beyond workflow challenges, Dr. Rice recognized the importance of ensuring uniform diagnostic protocols across all locations. As new doctors joined the practice group, it became essential to standardize testing approaches and ensure every patient received the same high level of care, regardless of which office they visited.

Dr. Rice needed a solution that was clinically sound, easy to deploy across locations, and capable of supporting both operational efficiency and consistency of care.



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A Scalable, Clinically Sound Visual Diagnostics Platform

Dr. Rice implemented Carrot [formerly Virtual Field], an end-to-end Visual Diagnostics Platform designed to support efficient workflows and consistent diagnostic standards across growing practices.

Carrot's portable design enabled visual field testing to be conducted directly in exam rooms, freeing up diagnostic spaces for other advanced testing and significantly improving patient flow. This flexibility enabled Vision Clinic teams to move patients through appointments more efficiently, reducing congestion in shared diagnostic areas.

From the outset, Dr. Rice was impressed by the platform's reliability and clinical integrity.

"When I first learned about [Carrot] in 2020, I jumped on it," he recalls.



The thing I've been impressed with is that it's always worked. It's done everything we've asked of it. We quickly realized it was clinically sound, exams are easy to run, and we can easily access, capture, and compare data."

As Vision Clinic continued to grow, Dr. Rice strategically expanded his fleet of Carrot headsets. This approach helped reinforce standardized testing protocols and continuity of care throughout the organization.

Results and Outcomes of Virtual Visual Field Testing

By integrating Carrot into everyday operations, Vision Clinic improved patient flow, preserved access to critical diagnostic rooms, and established a scalable framework for consistent, high-quality care. The subscription-based model also provided financial flexibility, allowing the organization to stay current with evolving technology without the burden of large upfront capital investments.



What I like about [Carrot] is the affordability of a monthly subscription fee. You're keeping up with technology, and the software is regularly being updated, new exams added, and it's durable. As a CEO, it's a comfort."

For Dr. Rice, Carrot has become a foundational tool in supporting both patient care and practice growth, helping ensure that, no matter the location, every patient receives the same thoughtful, high-standard experience.

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