

CASE STUDY

Centerville Family Eyecare **Improves Visual Field Testing** with the Carrot Visual Diagnostics Platform

Dr. Lisa Timmerman | Optometrist

Carrot

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CASE STUDY

Dr. Lisa Timmerman is a dedicated optometrist focused on delivering high-quality patient care while improving practice efficiency. Operating a busy clinic with a diverse patient base, Dr. Timmerman sought tools to reduce administrative burden, streamline clinical workflows, and enhance patient experience, without compromising the personal touch that defines her practice.



<p>Exams Used</p> <p>10-2 • 24-2 • 24-2C 30-2 • C-40 • N-30 Ishihara color vision Super 36</p>	<p>Hours Saved Annually</p> <p>5 hours</p>
<p>Annual ROI</p> <p>28591%</p>	<p>Key Opportunities</p> <p>Reduce administrative burden, streamline clinical workflows, and enhance patient experience</p>

had multiple doctors working simultaneously, leading to congestion around shared diagnostic equipment and longer patient wait times.

The inefficiencies of the existing screening process made it difficult to maintain smooth patient flow. Technicians were required to move patients between rooms for different tests, slowing down pretesting and limiting throughput. As patient volume grew, Dr. Timmerman also recognized the need for a second visual field device to support timely diagnostics without adding strain to staff or patients.

The Challenge of Legacy Perimetry

Before partnering with Carrot [formerly Virtual Field], Dr. Timmerman’s practice relied on traditional tabletop visual field equipment that created both patient and operational challenges.

Dr. Timmerman needed a more flexible, patient-friendly visual field solution that could reduce bottlenecks, improve comfort, and support a faster, more efficient screening process without compromising diagnostic quality.

Older patients frequently reported discomfort during testing, particularly neck and back strain caused by fixed positioning. At the same time, the practice often



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A More Efficient, Patient-Centered Visual Diagnostics Platform

Dr. Timmerman implemented Carrot, an end-to-end Visual Diagnostics Platform designed to modernize visual field testing, improve workflow efficiency, and enhance the patient experience.

Carrot's portable, headset-based design allowed technicians to perform visual field testing directly in the exam room, eliminating the need to move patients between stations. This process proved especially valuable for contact lens wearers, who could complete both visual field and acuity testing in a single location, thereby streamlining pretesting.

By integrating Carrot into core clinic workflows, Dr. Timmerman's team reduced congestion, shortened wait times, and improved overall patient flow, while adding a second visual field capability without increasing physical space requirements.

Patients responded immediately and positively to the new experience, consistently preferring Carrot over traditional methods. Many described the testing process as faster and visually clearer, with younger patients even likening the technology to a video game. The comfortable headset stand was well received across age groups, particularly by patients who were conscious of posture and appearance during testing.

Results and Outcomes of Virtual Visual Field Testing



The integration of [Carrot] into the optometry practice has successfully addressed pre-existing challenges, ushering in a new era of patient comfort and operational efficiency."

— DR. LISA TIMMERMAN, OD

By incorporating Carrot into everyday operations, Dr. Timmerman's practice gained meaningful improvements in efficiency, comfort, and patient satisfaction, setting a new standard for visual field testing within the clinic.



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