

CASE STUDY

How Dr. Seidman Started Offering **Visual Field Testing** Without Sacrificing Space

Dr. Carly Seidman, Ophthalmologist | Retina

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As a medical retina specialist, Dr. Carly Seidman wanted to offer comprehensive care to all her patients, but something was missing from her practice. She didn't have a visual field analyzer. Space was limited in her practice, and she simply didn't have the budget for a bulky tabletop perimeter. She needed a solution that wouldn't take up valuable real estate in her practice or require a major upfront investment. She'd been looking into her options but couldn't find anything that fit her needs until she discovered Carrot (formerly Virtual Field).



"I came across [Carrot] at the Virtual American Academy of Ophthalmology (AAO) meeting list of exhibitors, and it immediately caught my interest."

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| Exams Used 24-2 BOLT 10-2 BOLT | ROI Per Year 2472% |
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Favorite Benefits of Carrot

Compact, flexible, accessible headset with an affordable monthly subscription

Creating Space for Opportunities

There was no way Dr. Seidman could make space for a non-portable tabletop visual field machine that required its own darkened room. However, she still wanted to offer comprehensive testing options to all her patients. Carrot was designed for flexibility, and Dr. Seidman immediately appreciated its portability.

"[Carrot] works perfectly in my small office, as I can perform the test in a small dilating room (former closet) I have set up, with a blackout curtain on the doorframe. I can also administer it in the examination lanes if needed (with lights and monitors turned off)."

And unlike traditional tabletop visual field equipment, Carrot has an affordable monthly subscription model.



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I liked the fact that I could pay monthly and not have to make a large investment up front,” said Dr. Seidman.”

— DR. CARLY SEIDMAN, MD

Reaching More Patients

Carrot’s portability certainly makes it easier to maximize space in her practice, but Dr. Seidman says it helps her support more patients. Some of her patients struggle with mobility, and for them, traditional tabletop perimetry would’ve been impractical, if not impossible. Carrot helped her overcome these barriers and provide care to more patients.

“It’s particularly useful for patients with limited mobility, as the test can be brought to them and they do not have to move around the office.”

Results and Outcomes of Virtual Visual Field Testing

Once Dr. Seidman had the Carrot Visual Diagnostics Platform up and running in her practice, it became an indispensable, multi-use tool.

“As a medical retina specialist who also practices comprehensive care, I use Carrot for many purposes. I am able to monitor glaucoma patients for progression, and also often consulted for

hydroxychloroquine screening examinations. [Carrot] has excellent 24-2 and 10-2 protocols to meet these needs. I also occasionally use the ptosis examination, which has enabled me to obtain insurance prior authorizations for medically necessary blepharoplasties.”

Achieving Outstanding Results

By choosing Carrot, Dr. Seidman was able to overcome space limitations, improve accessibility for patients with mobility challenges, and offer complete visual field testing without making a major financial commitment. What started as a search for a practical solution turned into a transformative upgrade for her entire practice.

“I recommended [Carrot] to another ophthalmologist who operates across the hall from me at the same ASC when he mentioned his tabletop perimeter was malfunctioning and would cost a lot to repair. He raves about it every time I see him!”

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