

CASE STUDY

How Scott & Christie Eyecare Improves Glaucoma Care with the Carrot Visual Diagnostics Platform

Ashton Deal | Former Practice Administrator
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Scott & Christie Eyecare Associates is a comprehensive ophthalmology and optometry practice serving Western Pennsylvania through two medical offices, two optical locations, a clinical trial site, and its own surgery center. As part of Eye South Partners, the practice delivers integrated eye care across a broad spectrum of specialties.

As Practice Administrator, Ashton Deal is responsible for ensuring operational efficiency, financial performance, and consistent patient care across the organization’s growing footprint. Her approach combines innovation with an unwavering commitment to the patient experience.

“Like everyone in ophthalmology, I fell into it, and then I fell in love with it,” she recalls.

<p>Tests Run on Carrot</p> <p>24-2 • 10-2 • 30-2 N-30 • C-40 Ptosis Suprathreshold Esterman</p>	<p>Total Tests Conducted Across All Locations</p> <p>4100+</p>
<p>Time Saved Per Year</p> <p>5244%</p>	<p>Total ROI</p> <p>2203%</p>



The Challenge of Limited Diagnostic Capacity

Before implementing Carrot [formerly Virtual Field], Scott & Christie relied on a single Humphrey Field Analyzer while operating a double-doctor schedule.

“Before we implemented [Carrot], we were running a double doctor schedule,” said Deal. “We had one Humphrey, which meant we could only conduct two visual fields each hour in one location. It was causing a backlog of appointments. Patients would be sitting in the waiting room past their appointment time, and they’d be understandably frustrated.



“The biggest negative impact of having one Humphrey was that I was booking glaucoma patients six months out for their routine screenings. They should be seen every four to six months, so a six-month lead time was unsustainable.”

The congestion not only impacted workflow but also jeopardized timely glaucoma monitoring. As reimbursements tightened and operational pressures increased, Deal sought a solution that could expand testing capacity without requiring major capital investment.



According to Deal, “What we do changes lives. Even as ophthalmology evolves and reimbursements decrease, our commitment remains to finding creative solutions that allow us to provide excellent patient care without sacrificing quality.”



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A More Efficient, Room-Based Visual Diagnostics Platform

Scott & Christie first discovered Carrot at a trade show and immediately recognized its potential.



We tried it and immediately loved it," Deal recalls. "We loved the portability. We could conduct a patient's visual fields right in their exam room. And it eliminates so much of the human error that happens with the Humphrey. You don't have to gently adjust the patient's posture or restart the exam because someone accidentally started to open the diagnostic room door and let light in.

Even our neuro-ophthalmologist loved it. Once he started using it, he wouldn't use anything else."

Carrot's portability allowed visual field testing to move into exam rooms, eliminating diagnostic bottlenecks and freeing shared testing spaces. The practice soon added a second unit to its optical location.

"We soon subscribed to a second [Carrot] for our optical shop," Deal recalls. "It was good timing, because shortly after that, our Humphrey in that location died, so we got rid of it. Soon after that, another medical practice joined our network, and their Humphrey died.

"I sat their doctors down and told them why we love [Carrot]. I told them to try it for 90 days, but I knew they wouldn't want to return it. And they haven't. They love it too."

Results and Outcomes of Virtual Visual Field Testing

The shift to Carrot significantly improved both operational efficiency and access to glaucoma care.

"The subscription cost for several [Carrots] is nothing compared to the cost of a Humphrey," she says, "Everyone knows that. But the real ROI is that now we can conduct more visual fields every day and keep our glaucoma patients on their routine testing schedules.



"The core of it all is the patient experience," she emphasizes. "Because of [Carrot], our patients no longer face frustrating waits for testing, and consequently, our schedules are efficient. The implementation of [Carrot] has fundamentally improved the experience for our glaucoma patients at Scott & Christie. We deeply appreciate their collaborative spirit, remarkable service, and the high-quality care provided to our patients."

By integrating Carrot across locations, Scott & Christie Eyecare Associates improved diagnostic capacity, reduced patient wait times, strengthened adherence to glaucoma monitoring, and achieved substantial financial returns — all while preserving the high standard of care that defines the practice.

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