



# HOW CHATGPT CAN BE USED IN AN OPTOMETRY CLINIC



There's a lot this AI technology can help with, particularly when creating engaging content.

BY RYAN CAZARES, OD

Launched in 2022, ChatGPT is a chatbot software developed by the company OpenAI.<sup>1</sup> Its release and immediate popularity spawned an AI race that was joined by Google, Microsoft, and other technology companies. By now, most of us have at least played around with ChatGPT, and some of us may have even used it to help plan a vacation, suggest date night ideas, create recipes with the food we have in the

refrigerator, and complete other real-life tasks. It can also do some pretty sophisticated work, such as coding and making calculations—and, in my experience, it can even lend a hand in an optometry practice.

I'll explain how I have used ChatGPT to create social media and educational content for my practice and share ideas that you can implement, complete with prompts that have helped me achieve good results.

## SOCIAL MEDIA

I consider myself to be a creative person (I love to draw and write music), but I get the occasional writer's block. When I do, I can use ChatGPT to help me plan social media posts by using a prompt such as, "I own an optometry clinic. Help me create an engaging and educational Facebook post on macular degeneration. Keep it concise, but informative."

### Post Created With ChatGPT



**Discover macular degeneration:** your eye health guide!



**Let's talk about macular degeneration,** a leading cause of vision loss. Here's what you need to know:



**What is it?** Macular degeneration affects the macula, impacting central vision.



**Risk factors:** Age, family history, smoking, and poor diet increase your risk.



**Early detection:** Regular eye exams can catch it early, allowing better management.



Figure 1. I used ChatGPT's image-generating software, DALL-E, to create this mascot for my practice.



Figure 2. Now that I have developed a mascot, I can post fun, engaging content on my practice's social media pages for my patients and community to interact with.



**Prevention:** Maintain a healthy lifestyle, protect your eyes from UV rays, and quit smoking.



**We're here to help.** Schedule your eye exam today for proactive eye care!

Stay informed, stay proactive, and let's safeguard your vision together!  
 #MacularDegeneration #EyeHealth  
 #YourOptometryClinicName

### Using the DALL-E Feature

If you subscribe to ChatGPT+, which costs \$19.99/month, you get the bonus of DALL-E, the AI's image generator. I used DALL-E to help me create an engaging and successful organic marketing campaign on my practice's Facebook page (Figures 1 and 2) using the prompt "Create an image of a cute pig optometrist holding an eye chart and wearing a white coat in the style of 3D Pixar." (My clinic is in Scott, Louisiana, which is known as the

"boudin capital of the world" because it produces more than 4 million pounds of the sausage every year.) So, I asked DALL-E to generate a pig mascot for us.

I posted a picture of the mascot and asked our Facebook followers to suggest a name for him, noting that the winner would receive a \$50 gift card to a local restaurant. More than 350 people submitted mascot names, and we ended up calling him Dr. Seymour Boudin. Having a mascot of your own allows you to create fun and engaging posts on Facebook and other social media pages on a regular basis.

### EDUCATIONAL INFORMATION

Traditionally, my practice has handed out educational pamphlets made by the American Optometric Association (AOA) to patients to help them understand different diagnoses. (Incidentally, we can't seem to keep the astigmatism pamphlet in stock.)

Rather than purchasing pamphlets from the AOA, I am now using

ChatGPT to work on one-page educational sheets to print on-demand for patients. Each of my examination room computers has access to a shared Google drive, where I store educational materials. The advantage to making in-house educational materials is that you can add your practice name, logo, contact information, and website to them. ChatGPT is well-versed in ocular disease and works best at generating useful content if you ask it to be concise. You can also update information to reflect new developments in medicine and technology.

The next section provides an example of how easy it is to generate a patient handout about an ocular condition using ChatGPT, and the type of result I was able to produce.

### Example With Floppy Eyelid Syndrome

**Prompt:** "Create a one-page educational handout for an optometrist to give to patients on



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## Understanding Floppy Eyelid Syndrome

### What is Floppy Eyelid Syndrome (FES)?

Floppy Eyelid Syndrome (FES) is an eye condition characterized by laxity and instability of the upper eyelids, leading to chronic eyelid eversion (turning outward) during sleep. This syndrome is often associated with obstructive sleep apnea (OSA) and can cause eye discomfort and vision disturbances.

### Causes of Floppy Eyelid Syndrome:

**Connective Tissue Disorders:** Weakness or laxity of the connective tissues in the eyelids, often associated with conditions such as Ehlers-Danlos syndrome or Marfan syndrome, may contribute to FES.

**Obstructive Sleep Apnea (OSA):** There is a strong association between FES and OSA, with many individuals affected by both conditions. The exact mechanism linking the two is not fully understood.

**Obesity:** Excess body weight and obesity are risk factors for both FES and OSA, suggesting a possible relationship between the two conditions.

**Age:** FES tends to occur more frequently in middle-aged or older individuals, although it can affect people of any age.

### Symptoms of Floppy Eyelid Syndrome:

**Chronic Eyelid Eversion:** The upper eyelids may frequently evert (turn outward) during sleep, leading to exposure of the conjunctiva and cornea.

**Eye Redness and Irritation:** Chronic exposure of the eyes to air and debris during sleep can cause redness, irritation, and discomfort upon waking.

**Excessive Tearing:** Watery eyes, especially upon waking, may occur as a result of eye irritation and dryness.

**Blurred Vision:** Vision disturbances may occur due to eye irritation and tear film instability associated with FES.

### Diagnosis:

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Figure 3. An educational handout for patients created with the help of ChatGPT. The generated educational information can be copied and pasted onto your letterhead, which adds a personal touch and directs patients back to the practice.

the topic of floppy eyelid syndrome. Include its definition, causes, and symptoms.”

Be sure to edit the ChatGPT response to improve clarity and fit the style of your practice, in addition to checking for medical accuracy, of course. (See the first page of the educational handout I created with ChatGPT in Figure 3 at left.)

## FIND WHAT WORKS FOR YOU

This article only scratches the surface on what ChatGPT can do for an optometric practice. I even got carried away once and used it to help me turn my phone into a barcode scanner to scan contact lens trials! I did not finish that particular project, but I share it with you to offer an example of the technology's capabilities. I'm sure you can ask it to help you write codes for your website, create an app, and more.

Experiment with ChatGPT, but be sure to fact check it against your own clinical knowledge and expertise, because it is not always correct. Try asking it to vertex a prescription, and you'll find that it does not understand what to do! ■

1. Heaven WD. The inside story of how ChatGPT was built from the people who made it. *MIT Technology Review*. March 3, 2023. Accessed April 1, 2024. [www.technologyreview.com/2023/03/03/1069311/inside-story-oral-history-how-chatgpt-built-openai/](https://www.technologyreview.com/2023/03/03/1069311/inside-story-oral-history-how-chatgpt-built-openai/)

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