

EyeSystems



Building Patient Loyalty

**How to Over-Deliver Service
&
Exceed Your Patient's Expectations**

Learning Objectives



- ✓ Understand your patients needs
- ✓ Learn methods to communication more effectively
- ✓ Understand your role in patient care
- ✓ Improve patient retention

Customer Service



■ CARE

C - Comprehension

A - Attitude

R - Respect

E - Engagement

- What are the goals of customer service?
 - Patient loyalty
 - Patient retention
 - Patient referrals

- Patients have choices
 - ✓ Who is your competition?
 - ✓ How do you compare?
 - ✓ How are you unique?

Customer Service



- What influences patient expectations?

- How to determine expectations:
 - ✓ Ask
 - ✓ Patient Satisfaction Survey
 - ✓ Follow-up – Follow through
 - ✓ What is of value to change?

- Patient expectations are:
 - Tangible evidence of service and products
 - Verbal - scripts
 - Written - brochure
 - Tactile - samples

Customer Service



- ✓ Patient expectations are:
 - ✓ Confidence in the service and products
 - ✓ What are the qualifications of the Doctors?
 - ✓ What are the qualifications of the staff?
 - ✓ How does the patient know the qualifications?

Customer Service



- Patient expectations are:
Education and Information to make the best decision.

- Patient expectations of:
 - Pre-testing instruments
 - Information
 - Education
 - Confidence of qualification
 - Exam
 - Information
 - Education
 - Confidence of qualification

- Layout of the office
 - What's done where?
 - How does that impact the patients?
 - Special needs patients?
 - Special interest of patients?

- First Impression
 - 7 seconds on the phone
 - What is your impact
 - Professional
 - Friendly
 - Indifferent
 - Bothered

- First Impression
 - 10 – 30 seconds in person
 - What does your patient see?
 - Organization
 - Team Work
 - Chaos
 - Confusion

Customer Service



- Exceed expectations –

R - Responsive - Speed is not the issue

A - Attitude – Not an interruption

T - Tangible - Show me

E - Empathy – Walk in their shoes

- Phone
 - Promptly answered
 - Friendly
 - Knowledgeable
 - Professional

RATE



- Front Desk Greeting
 - Prompt
 - Friendly
 - Organized
 - Prepared
 - Impression

- Pre-testing
 - Wait time
 - Technology
 - Explanation
 - Certification
 - Clinical

- Exam Room
 - Clean
 - Well equipped
 - Up to Date
 - Doctor rapport
 - Communication methods

RATE



- Dispensary
 - Organized
 - Education
 - Fashionable
 - Staff Qualification
 - Staff Appearance
 - Wait Time

RATE



- Contact Lens Area
 - Clean
 - Organized
 - Communication
 - Staff credentials

RATE



- Check out
 - Organized
 - Professional
 - Collection
 - Privacy

- Improving Service
 - Setting standards for Dr/staff/patients
 - Communication
 - Continuity/reliability
 - Accountability
 - On going monitoring

Customer Service



- When things go wrong
 - Have a plan
 - Line of authority
 - Actions for recovery
 - Prevention

- Fixing the problem
 - Agree with the patients' frustration/anger
 - Know limits

 - Apologize
 - Try to find a solution
 - Take some action
 - Follow-up with note or calls
 - Let them know you value them

Now You Know



- ✓ How to understand your patient's needs
- ✓ Your role in quality patient care
- ✓ How to impact patient retention