

“Power Up Your Optical Dispensary”

with Mark Hinton, eYe Facilitate

Part 4 “Reading the Mindset of the Patient as Consumer”



Staff Meeting Notes and Discussion Points

Discussion #1

Do you think of the people you serve as:

- ▶ Patients
- ▶ Consumers
- ▶ The people who provide your salary
- ▶ Suckers whom you can upsell easily
- ▶ Nuisances whom you wish would disappear
- ▶ Extreme nuisances who mess up your nice displays

DISCUSSION POINTS

Think back to before you worked here: What was your last experience like getting new eyeglasses or contact lenses?

Was the optician or dispensary team person whom you encountered helpful? Nice? Unpleasant? How did their confidence, approachability, demeanor or personal style affect whether or not you bought eyewear there—and whether or not you went back?

Discussion #2

How does the doctor or scribe introduce you and your role in “the handoff?”

- ▶ “The person out there who can help you.”
- ▶ “The optician, who is an expert.”
- ▶ “The expert who can help you with fitting you properly in progressive addition lenses that will really help you with the eye strain you have at the computer.”
- ▶ “Donna is an expert at designing your eyewear based on my advice and prescriptions!”
- ▶ No introduction; patients wander into optical alone.

DISCUSSION POINTS

What is your preference? What would help you to better serve the patient?

How would you like the doctor, scribe or other staff personnel, to introduce you to the patient?

- ▶ “Marge, the best person we have to fit you—who knows more than I do about eyewear. She’s been here 22 years.”
- ▶ “Bob, the optician, who is specially trained and certified to understand optics, fit and frame selection. He’s especially good at fitting PALs, which work best when they are properly fit to your individual face.”
- ▶ “Rochelle has a fabulous sense of style. She can show you some amazing new styles of eyeglasses and sunwear that we just got in.”

When the patient first sees you, do they seem to perceive you as:

- ▶ A salesperson who wants to sell them expensive goods
- ▶ A helpful person who can guide their eyewear selection
- ▶ A person who can answer lingering questions—or questions they didn’t want to bother the doctor with
- ▶ An expert!
- ▶ Knowledgeable and to the point without lengthy and confusing answers
- ▶ Curious and interested enough in my needs to ask me questions about my lifestyle
- ▶ All of the above, to some degree

Discussion #3

Does the doctor seem to think of you as:

- ▶ An expert
- ▶ A know-nothing
- ▶ A know-it-all
- ▶ The doctor doesn’t check in with me

DISCUSSION POINTS

What would make you feel more appreciated and recognized for your expertise?

Do you wear a name tag? If you are a certified optician, how does the patient know that? How? Do you have a certificate displayed on the wall? Do you wear a name tag with your title or credentials?

What would make you feel recognized and appreciated?

- ▶ Receiving a compliment from doctor
- ▶ Being named Valued Employee of the Month
- ▶ Having your picture in the practice newsletter
- ▶ Being in a team photo on the practice web site
- ▶ Being called a Member of the Practice Board of Directors
- ▶ A cash bonus
- ▶ An extra hour of PTO
- ▶ A simple, "I noticed you doing something great. Thank you!"

Discussion #4

When you first meet a patient / consumer, do you think of them as:

- ▶ Someone who knows nothing about eyewear and frame styles
- ▶ Someone you can help with frame selection and personal image
- ▶ Someone who thinks they know everything—and can be told little
- ▶ Someone on their phone and ready to rush out—and possibly buy eyewear online
- ▶ Confused
- ▶ Someone who only wants what their "plan" allows
- ▶ Skeptical and untrusting

DISCUSSION POINTS

How are patients / consumers different today?

How have the patients / consumers different today from a few years ago? From 5-10-15 years ago? How many choices do they want to see? Are they most affected by price, style, comfort? If you recognize someone as fashion-forward, how do you treat them differently?

Discussion #5

What "disconnects" do you have in your office that lead to "service faults in patient care or experience?"

- ▶ There is never a handoff—so patient has no idea what I do or they just want to leave with their Rx.
- ▶ There is sometimes no handoff—so it's hit or miss.
- ▶ The doctor has not introduced the visual solution options—so what I say is new and confusing or sounds salesy.
- ▶ The patient / consumer doesn't know what I do.
- ▶ The patient / consumer is late to get back to work and doesn't have time for me.
- ▶ The patient / consumer has too much time and spreads frames all over my shop and makes a mess.

DISCUSSION POINTS

Do you feel that the patients / consumers leave "happy?"

Is "happy" the best measure of success in your encounter? Is "satisfied" a good measure? Should the patient / consumer be "delighted?"

Discussion #6

Rate your personal success rate at making patients/ consumers:

- ▶ Happy
- ▶ Satisfied
- ▶ Delighted

Use these talking points to create value with your optical team and uncover what's working and what needs to be addressed and changed and implemented.

Next: Schedule several sessions to practice and refine a precision handoff—and make the optician the expert!

FOR MORE INFORMATION AND QUESTIONS ANSWERED:

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