

“Power Up Your Optical Dispensary”

with Mark Hinton, eYe Facilitate

Part 3 “Personnel Sets Us Apart”



Staff Meeting Notes and Discussion Points

Discussion #1

Do you think of your place of work as a:

- ▶ medical practice
- ▶ retail eyewear shop
- ▶ special place where people come to see better

DISCUSSION POINTS

When you first came to work here, what practice mission or definition, if any, were you presented with?

Does your practice have a mission statement? If so, does it define the role of staff in accomplishing the mission?

Discuss the following example of a Practice Mission Statement:

“Envision Eyecare is a team of experts inspired to exceed patients’ needs. We do this through leading edge technologies and products, in an effort to protect, preserve, optimize and enhance our patients’ precious sense of sight for a lifetime!”

Discuss how this is like or unlike your practice mission statement—or the practice mission that *you* would write.

Do you think the following is true?

“When all personnel know our mission, they will unite in a common cause, which will differentiate us from our competition.”

Discussion #2

By what term are you referred to?

- ▶ staff
- ▶ personnel
- ▶ team members

DISCUSSION POINTS

What is your preference? What feels comfortable?

What is your first thought association with terms: staff...personnel...team member? Do you see yourself most comfortable with one term? Refer to the person sitting next to you by saying, “Jane is on staff...Jane is a team member...Jane is one of our personnel.”

- ▶ When you do billing and coding, who are you: employee, team member, personnel?
- ▶ When you perform pre-testing, who are you?
- ▶ When you facilitate contact lens insertion and removal instruction, who are you?
- ▶ When you work with a patient on frames and lens selection, who are you?
- ▶ When a patient sees you on the street, how do they refer to you?

Discussion #3

How do you think of the doctor(s) or practice owner(s)?

- ▶ The doctor
- ▶ The boss
- ▶ The CEO
- ▶ Bob or Judy

DISCUSSION POINTS

What is your preference? What feels comfortable?

What is your first association with terms: doctor...boss...CEO...(first name of doctor)?

How would you prefer to call him or her?

Discussion #4

Does the doctor or practice owner refer to you as

- ▶ The staff
- ▶ Personnel
- ▶ The team
- ▶ The board of directors

DISCUSSION POINTS

What is your preference? What feels comfortable?

What is your first thought association with terms: staff...personnel...team...board of directors? How would you prefer to call the doctor(s) or owner(s)? Would you feel connected and important being called a member of the Board of Directors? The Chief Operating Officer (COO)? How might that make a difference?

Discussion #5

Generally, do you feel appreciated for:

- ▶ Being good at the work that you do
- ▶ Working as hard as you do
- ▶ Being there day after day
- ▶ Helping patients to see and look better
- ▶ Helping out co-workers
- ▶ Helping the practice to succeed
- ▶ Making the practice distinctive and special

What would make you feel recognized and appreciated?

- ▶ Receiving a compliment
- ▶ 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 POINTS

Does language make a difference in how you feel about your work and your workplace?

Define the language you would like to hear—to describe you and your co-workers—from this day forward.

Now execute and implement!

Suggested Reading: *The 4 Disciplines of Execution* by Stephen R. Covey

FOR MORE INFORMATION

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