

Dr. Ryan Parker

Scripting the Eyecare Experience

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- Background
 - Southern Oklahoma
 - Works with Essilor
 - Contact:
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- Think about the future
 - Scripting can be viewed negatively
 - What do you want the customer/patient to think after they leave your practice?
 - Patients just wants to be able to see, want to know the experience
 - Loyal, educated patient that complies with your treatment plan
 - Patient acts as your recruiter and tells others about their experience
 - Need script for success
 - Explain what you did, the customer service
- Other companies
 - DoubleTree by Hilton
 - Give a cookie
 - Experience with employee in which they give an extra cookie every time he visited
 - How to separate yourself from the competition
 - Videos about scripting
 - Starbucks scripted experience
 - Fast food places
 - Chick-fil-A
 - Training video
 - Customers first
 - Hospitality = recipe for service + 2nd mile service
- Core 4
 - Patient coordinator: front desk
 - Lean forward, use names to greet
 - Expeditor: pre-tester
 - Make sure the order is perfect at chick-fil-A
- Cost of an exam
 - Need script to train the employees otherwise they revert to their old habits
 - Mention the components of a comprehensive exam
 - Create a solution using current technology
 - Service comparison rather than price comparison
 - Biggest complaint is wait time
 - Need to manage our schedule effectively
 - Delegate
 - Asking the guided questions: purpose of visit, date of birth, name

- Ebb and flow of new vs. old patients, young vs. elderly patients (don't place four geriatric patients in a row – it'll take more than the allotted time slots)
 - Verify insurance plan (make sure it's not expired)
 - Appointment slots are planned for, verified for
 - Telling them the amount of time they should expect to spend at the office will help them plan accordingly
 - Online booking: limited times availability
 - Lose control of the schedule if you completely go online booking
 - Bringing their prescription
 - Mention rx sunglasses to get them thinking about what products you have to offer
- New Patients
 - 30% of practice should be made of new patients
 - Tell the consumer to come in early to fill in the paperwork
 - Send/fax them forms to bring it in
 - Reschedule those that don't finish paperwork in time – possibly anger one patient vs. angering the whole line of patients you have for the day
- Pre-test
 - Primary, backup pair
 - Sun specs
 - Problems with current eyewear even if prescribed by your office the last time
 - Avoid making the same mistake twice
 - Good patient education opportunity
 - Optomap
 - Screening mechanism
 - Dilation needs a second visit – make them aware of the effects and risks of dilation
 - 20 to 30 min for the drops to work
 - Scheduling and planning for a dilation is vital
 - Requires extension of your exam visits – lose revenue
 - The spiel: like an x-ray (even though it really isn't)
 - “part of your medical file”
 - helpful for liability
 - Great for screening for any issues
- Exam room
 - Selling the solution in optometry
 - Business with consumers – minimal writing out prescriptions out to pharmacists
 - Brand naming
 - Important to mention when we need to see the patient again
 - Hand-off
 - Medical aspect, visual aspect, and when you're seeing them again
 - CL ordering

- Delivery to office: safer to send to work, can customize the delivery
 - CLX delivery (<http://www.clxdelivery.com/>)
 - Mention the savings
 - When there's push-back mention the trade-offs
 - Prescribe the solution, don't discuss the prices (should happen in the opticals)
- How to control late patients?
 - Policy to re-schedule patient if they're not there by 10 min in
 - Two emergency slots into the schedule
 - No-shows
 - Three strikes
 - On the third strike, make it a walk-in
 - Take them out of the system after that
- Do you pre-appoint the year?
 - You should
 - Best way for recall
 - Hard to get systems in place with a solo practice
- Walk-in?
 - Urgency vs. emergency
 - Try to get them into the schedule
 - Won't put them in front of a pre-appointed patient
 - Be up-front about the schedule with your patients – meet their expectations
- Paid marketing
 - External marketing to a certain extent
 - Website, portal
 - App for practice to check appointment
 - Mailer EDDM still pretty effective
 - Internal marketing
- Scribe training
 - Takes couple weeks
 - Primary, backup, and backup to the backup
 - Streamlines the process and allows you to see higher volume of patients