

# Scripting The Eyecare Experience

Dr. Ryan Parker



## Why

- \* It is all about the service
- \* **CUSTOMER SERVICE**
- \* The experience can make or break us!!!!

## Real World Examples



## Is This Scripting?



## Nailed It

Fast Food Places

- \* Chick-Fil-A



## Eyecare Script

- \* Yes it takes time
- \* Block some time out as a group, brainstorm together
- \* Must practice and hold your staff accountable

## How Much is an Exam?

- \* Comprehensive eye health exam includes:
  - \* Glaucoma testing
  - \* Check for cataracts
  - \* And macular degeneration
- \* We use state of the art technology to check your health and vision to create a personalized visual solution
- \* Exam price is \$99
  - \* If you have a vision plan or insurance it may be less.

## Appointment

- \* I need to grab some information from you
  - \* What do you need an exam for?
  - \* Date of Birth
  - \* Name
- \* Verify information, telephone #, vision plan
- \* On average the eye health exam will last about 1 hour, depending on your personalized health needs (30 for CL checks)
- \* So what time and date works best for you?
- \* **Please bring in your RX for CL and any RX suns or specs that you may have**

## New Patient

- \* We ask that you come in 15-20 minutes prior to your appointment for new patient paperwork so that we can get you back at your scheduled time or would you like us to fax, mail, or email you your new patient paperwork? *When calling to confirm remind them to bring in their paperwork or come in early.*

## Pre-Test

- \* Idea of what they have RX suns, backup specs, CL, ect.
- \* Primary pair, backup specs
  - \* Complaints on current eyewear

## OptoMap

- \* Digital image of the entire retina at one time
- \* Saves from 1 year to the next
  - \* Dr. \_\_\_\_\_ wants all patients to have a digital image of the retina annually with the optomap. This test is similar to an x-ray allowing the doctor to see the entire back side of the eye that becomes part of your medical file. Unlike dilation the optomap allows us to view the entire retina at once without visual side effects such as blurred vision for 4-6 hours and light sensitivity. This \$39 charge is in addition to your exam copay or exam charges.

## Exam Room

- \* There are two parts to your eye examination, the medical aspect and of course vision and I use both of those together to address your symptoms.
  - \* Medically I found \_\_\_\_\_ which can cause these symptoms \_\_\_\_\_. The treatment/follow up for this is \_\_\_\_\_.
  - \* Visually I found \_\_\_\_\_ which explains \_\_\_\_\_ we are going to address your vision changes by \_\_\_\_\_.
- \* On each patient think, Primary pair of glasses, back up pair and how are they dealing with sun, ie sunglasses or transitions
- \* Contact lens patients \_\_\_\_\_ year supply, back up specs and sunglasses
- \* Then address recall, I need to see you in \_\_\_\_\_ to check \_\_\_\_\_

# HAND OFF

## Contact Lens Ordering

- \* 1 year supply of CL
  - \* Price per month -- use form for pricing
  - \* Gets rebate
  - \* Gets office special ½ of specs
- \* How would you like your contact lens delivered?
  - \* Free shipping to your house?
  - \* Free shipping to your office?
  - \* Come in to pick them up?

## Glasses

- \* Start with lens and technology
- \* Dr. \_\_\_\_\_ has prescribed you \_\_\_\_\_. He prescribed this to you because \_\_\_\_\_.
- \* Your glasses normal would be \_\_\_\_\_ with your vision plan savings you will be out of pocket \_\_\_\_\_. That's a savings of \_\_\_\_\_.
- \* Push backs:
  - \* The prescribed solution by Dr. \_\_\_\_\_ will solve all of your visual needs.
  - \* Premium AR -vs- Basic AR
    - \* Premium AR Crizal Sapphire → more layers, easier to clean, 2 time replacement 2 year warranty
    - \* Crizal Easy → less layers, harder to clean, 1 time 1 year warranty

## Glasses

- \* Premium Progressive -vs- Bifocal, TF
  - \* Varilux X → easy adapting, bigger visual field in lens, no off balance feeling
  - \* Varilux Comfort W2+ → older progressive, may have to find sweet spot, longer to adapt to
- \* Polycarbonate -vs- Plastic
- \* Trans Xtra -vs- Trans or no trans
- \* Now that we have your primary pair of glasses picked out, would you like to look at RX sunglasses for ½ off?

