



## Building Patient Loyalty

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

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### Learning Objectives

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

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### Customer Service

- CARE
  - C - Comprehension
  - A - Attitude
  - R - Respect
  - E - Engagement

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### Customer Service

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

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### Customer Service

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

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### Customer Service

- What influences patient expectations?

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## Customer Service



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

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## Customer Service



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

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## 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?

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## Customer Service



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

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## Customer Service



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

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## Customer Service



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

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## Customer Service



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

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## Customer Service



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

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## 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

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## RATE



- Phone
  - Promptly answered
  - Friendly
  - Knowledgeable
  - Professional

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## RATE



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

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## RATE



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

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## RATE

EyeSystems

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

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## RATE

EyeSystems

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

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## RATE

EyeSystems

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

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## RATE

EyeSystems

- Check out
  - Organized
  - Professional
  - Collection
  - Privacy

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## Customer Service

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

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## Customer Service

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

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## Customer Service



- 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

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## Now You Know



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

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