STEPS NEEDED TO CREATE A PHENOMENAL PATIENT EXPERIENCE IN THE EYE CARE CLINIC

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WHAT MAKES A GREAT EXPERIENCE?

• The people

• The location and surroundings

• Systems in place
LET’S START WITH THE PEOPLE

“I always give 110% to my job.
40% on Monday, 30% on Tuesday, 20% on Wednesday, 15% on Thursday, and 5% on Friday.”
HOW DO YOU FIND THE RIGHT PERSON?

• Define the position – JD

• What personality traits fit the position?

• What strengths are needed?
  • Check in
  • Technician
  • Patient services
  • Billing
ADVERTISE

- Be careful... don’t restrict yourself by demanding qualified applicants

- Advertise internally
- Linkedin
- Craigs list
- Ophthalmology and Optometry societies
- Local training programs
RULES FOR HIRING

• Hire slow, fire fast

• Hire personality train skills

• If you can get both…. You are very lucky
THE INTERVIEW PROCESS

• Decide what you want to know
• Consistent questions to all candidates
• Personality test
• Team oriented questions
• Share your team/ practice philosophy. Does this align with your candidate’s?
• Working interview
THE NEW EMPLOYEE– ON–BOARDING

- HR aspect – HIPPA, benfits, JD etc.
- Buddy role
- Clear expectations/ Goals
- Potential for growth
- Training manual– EHR & Technical
TRAINING

• EHR

• The mechanics of the position.

• Processes from start to finish– Goals

• Connection between the processes from one touch point in the office to the next
WHAT ISN’T IN THE MANUAL

• Compassionate/ caring

• Know how to say “Yes”

• See people as people not numbers
“We believe in paying our employees as much as they need. Since you’ll be at your desk 90 hours a week, you won’t need much.”
SYSTEMS – HARDWARE

Physical equipment

• Monitors
• Computer
• Wires
• Phones
• Fax / Scanner
• Copier
• Ophthalmic diagnostic equipment
SYSTEMS – SOFTWARE

• EHR
• Communication systems
  • Internal and external communication
  • Consider
    • Phone system
    • Email
    • Third party reminder systems
    • Direct
PHYSICAL SPACE – EMPLOYEES

- Ergonomics for staff using the equipment
- Clutter, comfort, screens, chair
PHYSICAL SPACE – 
EMPLOYEES

After
PHYSICAL SPACE

- Size and Layout
- Efficiency of space usage
- Ergonomics for staff
PHYSICAL SPACE – FLOW

• Patient movement during their visit

• Consider patient base

• Roadblocks
EXAMPLE OF WHAT YOU DON’T WANT YOUR OFFICE TO BE

• No one at front desk
• Door locked, VM during week, long phone wait time
• Few or no evening or Sat hours
• Surprise over self-pay fees
• Out of date office
• Long patient wait
• Rude and rushed staff; attitude
• The arrogant doctor – chit chat with your patients
A JOURNEY THROUGH THE OFFICE

• Be the patient

• Observe

• Notate

• Take action
BEFORE THE VISIT

• First Touch point
  • Referral

• Phone

• website
THE VISIT OR APPOINTMENT

• Check in

• Has patient been given the opportunity to complete paperwork in the comfort of their home?

• Issues around the insurance card/ Financial communication

• Self check in Kiosks?
THE VISIT – WAITING AREA

• How is the patient transitioned to the waiting room?

• Communication around wait

• Wouldn’t it be nice, if the patient was handed off to the technician and introduced (no wait)
DOCTOR VISIT

• Transfer from Technician

• Knowledgable of patient Hx?

• Quality time with the patient
CHECK OUT

• Summary of what happened

• Clear understanding of what will happen in the future

• Ability to communicate easily with Tech or Doctor after the visit.
"I like things to be done my way but by somebody else."

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Questions?