

## Patient Service vs. Patient Loyalty

- I. It is all about the patient.
  - A. The patient pays your check
  - B. Without them there is no need for you
  - C. They are our #1 priority
- II. What is Customer Satisfaction
  - A. Meeting the patients needs
  - B. Taking care of any problems
  - C. Providing a product that meets their expectations
  - D. Treating them with respect
- III. Take ownership of your patients
  - A. These patients not only belong to the Practice they belong to you
  - B. What does taking ownership mean?
    - 1) Making sure they have a good experience while they are in the office
    - 2) Keeping a check on anything that was ordered for them
    - 3) Delivering their glasses on time and exactly what they ordered
    - 4) Correcting any problems with their contacts or glasses
    - 5) Maintaining their glasses after the purchase
- IV. Should we stop there?
  - A. Should we stop when we meet their expectations?
  - B. What would it take to exceed their expectations?
  - C. Are we doing that now?
  - D. What can we do that will “WOW” patients and set us apart from other practices?
- V. Employee Empowerment
  - A. Each practice should have clear cut policies on the following decisions in the office.
  - B. What decisions are you authorized to make?
    - 1) Payments
      - a. Payment in full before ordering with no other option
      - b. Payment in full with 2<sup>nd</sup> option of payment of services in full and ½ down on materials when ordered and the other ½ when they pick-up

2) Remakes on Glasses

- a. Who can make the decision for a remake on glasses?
- b. What steps have to be taken before a remake is warranted?  
Example: verify RX, adjustments, remark progressive, recheck by the doctor, etc...
- c. How many remakes are we willing to do?

3) Exchange on Contact Lenses

- a. Can we exchange opened boxes of contact lens?
- b. How long do they have to exchange lenses?
- c. How many exchanges are you willing to try?

4) Refunds

- a. Who is authorized to give refunds?
- b. What is the amount they can refund without doctor approval?
- c. What steps are taken before a refund is given?
- d. What is the time line for a refund to be issued?

5) Medical Decisions

- a. In most practices staff do not have the authority to make any medical decisions.
- b. The decision staff make is when patients call with a medical problem how soon they need to be seen.

6) Giving information to patients about diagnosis or treatments

- a. What information the staff are allowed to give to patients from the chart.
- b. Which staff are allowed to give this information to the patient.