

MAKING THE MOST OF YOUR DOWNTIME.

How to make the most of downtime at your office or clinic.



If your clinic or office is still open for business, you might be wondering what you and the few employees that you still have will do with this time. Sure, you could get out a deck of cards or cruise your personal social media, but there are more productive ways to use downtime for the betterment of your practice. Here are a few tips to help get you through this period.

DEEP CLEAN - These areas might not get as much attention during regular cleaning:

- The waiting area, particularly behind and under seats and tables
- Product displays, including frames, their racks and shelving
- Appointment rooms, including tables, furniture and equipment
- Employee areas, including counters and desks

ORGANIZE AND DECLUTTER - Downtime is great for getting things in order:

- Reception area
- Product inventory and other merchandise
- Back office and any paperwork
- Patient waiting area reading materials, including magazines and brochures
- Employee areas

SET YOURSELF UP FOR THE FUTURE - Get a head start on upcoming projects or tasks:

- Establish plans for upcoming seasonal sales or marketing campaigns
- Develop and schedule future posts for your social channels
- Update onboarding and training material for future employees
- Start planning any upcoming pop-up events or trade shows to get the word out about your services

CLIENT OUTREACH AND COMMUNICATIONS - Use this time to build your customer relationships:

- Set up automatic text message reminders for upcoming exams and follow-up appointments
- Create an email blast for your next big sale or marketing campaign
- Go over past client interactions and see where you and your team can improve
- Send thank you notes or birthday cards to particularly loyal clients - you might consider offering a small discount on your products to celebrate (frames, sunglasses, etc...)

CHECK OUT NEW TRENDS AND OPPORTUNITIES - Is your team ready for this year's trends?:

- Check out what services are set to trend this year in the optical world
- Check on your competition - are they doing anything particularly noteworthy that you can improve upon and use for your own business
- Register for online training opportunities and CE educational courses

A slow day can provide just the downtime you and your team need to take your clinic or practice to the next level.

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