5 Insights

into Staff Training for Specialty Contact Lenses:

1 Customer Service is the Key

Customer Service – not the doctor's clinical skill or treatment – is the reason patients complain about their healthcare experiences on the Internet."*

96%

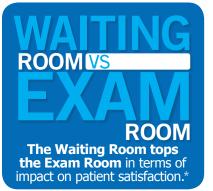**of Online Complaints** about Doctors **Fault Customer Service** Not Quality of Care*

2 Focus on Pre-Testing

Pre-testing and history taking are key staff touch points with patients. Teach your staff how to properly engage new contact lens patients. For example, the tech can ask the patient how happy she is on a scale of 1 to 10. If the patient does not report a level of satisfaction of 8, 9 or 10 with her current lenses, the technician should initiate a conversation about more customized or advanced solutions, such as those that can be found in specialty lenses.

3 Prepare for Patients to Test Your Practice

The benefits of knowledgeable and expressive staff who can discuss concepts of specialty lenses from A to Z cannot be over emphasized. Patients test your staff, asking questions before scheduling appointments. They are testing you and want to determine how knowledgeable and up-to-date your practice is.

WAITING ROOM VS EXAM ROOM

The Waiting Room tops the Exam Room in terms of impact on patient satisfaction.*

4 POP Sets the Stage

Staff can manage the Point of Purchase (POP) materials in the Waiting Room and influence the message. Staff play a key role in determining appropriate POP materials that are in view of patients throughout the visit. It is essential that your staff keep these materials updated, organized and visible. This requires constant attention, as it can get messy quickly. One of the greatest mistakes you can make in your specialty lens practice is to allow sales reps to put POP materials in your waiting rooms for products that you do not routinely use.

5 Value Your Staff

Value your staff and they will value you and the products you recommend. Empower them. Make them feel important. When your team feels that their job is important, it keeps them engaged and involved. This in turn helps you build a specialty lens practice that you can be proud of.

*Journal of Medical Practice Management