

**On behalf of Vision Expo, we sincerely thank you for being with us this year.**

**Reminder to Complete Your Session Evaluations!**

Please be sure to complete your digital session evaluations for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.




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**DELIVERING 5-STAR EYECARE: HOW TO TURN SATISFIED PATIENTS INTO RAVING FANS**

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1 general ABO credit

I do not have any relevant financial relationships with any commercial interests as it pertains to this presentation




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**OBJECTIVES**

- First Impression the Best Way to Kick Off Patient Care
- Perceived Value What is It and Why is It Necessary?
- The Patient Journey Through the Practice And How to Plant Seeds to Solidify the Sale
- Presenting Premium Product
- Teeing Up Multiple Pairs




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## KNOW YOUR WHY




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## FIRST IMPRESSION WHAT'S THE BIG DEAL?

- First Impressions are Made in 7 SECONDS!!
- What Can We Say in 7 Seconds???
  - Good Morning/Good Afternoon welcome to our clinic, we are glad you are here!
- Verbal Vs. Non Verbal
  - 38% of a first impression is how you sound
  - 55% of a first impression is non-verbal, how you look, how you stand, how you make eye contact
  - 7% of a first impression is the actual words you say
  - Only 7% is what we say so we need to focus on our non-verbal cues first
- We only get 7 seconds and if we squander that 7 seconds it takes 7 more times of seeing that person to change their first impression!!




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## WHAT DOES THE FIRST IMPRESSION IMPACT?

- Every Other Decision They Make in Your Practice
  - Whether they take the doctor's advice
  - Whether to purchase a second pair of glasses
  - Whether they will refer friends and family to you
- Think About Your Own Experiences




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## WHAT DO PATIENT'S REALLY WANT FROM US?

### • Warm Friendly Responses

- Make eye contact, smile and have a warm welcoming tone.
- Make sure that your own baggage from outside work isn't coming along with you

### • They Want to Feel Important

- Acknowledge their presence IMMEDIATELY
- Even if you need to finish just one more thing, a smile or a head nod can show the patient they are a priority.

### • They Want to Be Heard

- Active listening is incredibly important-keeping eye contact and avoiding the urge to jump in before the patient is finished with what they are saying




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## WHAT DO PATIENT'S REALLY WANT FROM US?

### • Flexibility

- No one wants to hear the word "No"
- Emphasize what you can do instead of focusing on what you can't
- Use solution oriented speech Ex.) The doctor is running a few minutes behind, I'm going to get Katie from our optical department to help you pick out glasses now so we can make sure that we respect your scheduled amount of time.

### • Recovery

- Everyone makes mistakes it's how we recover from them that makes the difference with a patient.
- No patient is interested in excuses or the blame game. They are looking for you to make good on your promise
- Allow your employees to make executive decisions to make the customer happy




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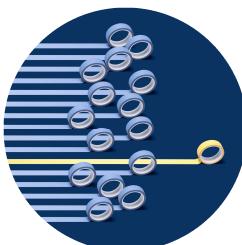
## WHY BOTHER CHANGING OUR WAYS?

### • Competition is Fierce

- If patients don't like how we treated them they have a multitude of other options
- Patients see at least 3000 cheap eyewear ads from the moment they leave your office until they walk back in 2 years later, if we don't make a lasting impression they will.
- Online has made it so easy to have a one way experience. If they aren't getting an exceptional experience from you why not go online?
- Millennials are more willing than any other generation to switch care to other sources if they see no value

### • The Relationship You Build that Starts with that First Impression May Be the Very Thing that Keeps Your Patient at Your Practice

- People won't abandon a business where they feel important, understood and believe their concerns really matter




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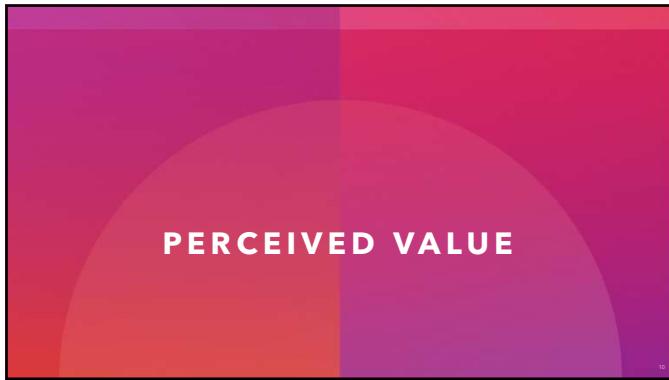
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**PERCEPTION VS. REALITY**

The value and worth of a product (contacts/glasses) or service (exams) that a consumer PERCEIVES directly relates to the \$\$\$ they're willing to drop!




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**POLL TIME:**

What is the max \$\$\$ you would spend on:

A Smartphone  
 New Tires  
 Gym Membership




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**REFLECTION:**

Wouldn't it be nice if the outside of your office looked like this upon a new lens launch???

How on earth is Apple generating this buzz over a PHONE?




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**HOW APPLE DOES IT:**

- Improving life by making it easier and better with their products- **Quality**
- Unique customer experience- **Service**
- Creating an emotional attachment vs. a rational purchase- **Level of Need**
- Bundled packaging- **Convenience**
- Notice **Price** is not a factor

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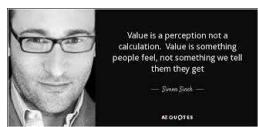
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**PERCEIVED VALUE EQUATION**

$$\text{Perceived Value} = \frac{\text{Perceived Quality} + \text{Perceived Service} + \text{Perceived Need}}{\text{Perceived Convenience} + \text{Price}}$$




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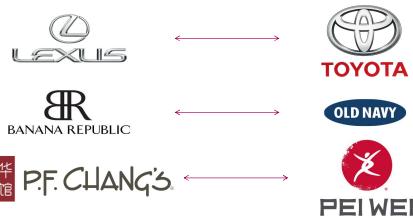
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**WHY PREMIUM OVER VALUE?**


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**PERCEPTION OF QUALITY**

- 67% of eye exams in the US are provided by private practitioners
- Less than 50% of eye glasses are purchased from private practitioners
- 17% of private practice rx's are filled at a retailer.




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**PERCEPTION OF SERVICE**

- Service is all about Experience
- Is it special?
- Is it enjoyable?
- Is it consistent?
- Is it easy to do business with you?
- Does the Experience Differentiate You?




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## PERCEPTION OF SERVICE

- Connect with Your Patients
  - Talking to the patient about what they like and you have in common. I love to play golf people are going to trust me on the lenses they need while golfing.
  - Once You Find Out Your Patients Interests, Share Your Similar Interests that Develops a Bond.
  - What Do You Do To Connect With Your Patients?



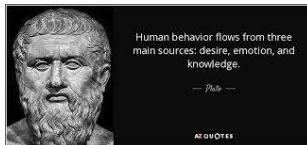
## THE COST OF PATIENT SATISFACTION

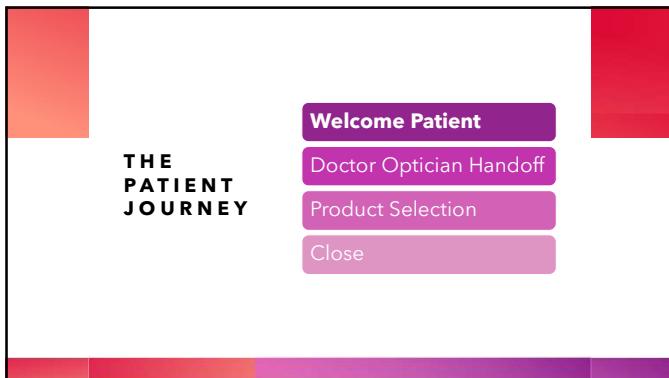
- 90% of Americans use customer service as a factor in deciding whether or not to do business with a company  
\*American Express
- 93% of customers are likely to make repeat purchases with companies who offer excellent customer service Hubspot



## PERCEPTION OF NEED

- People Usually Don't Need What They Never Had
- Need Has a Huge Effect on the Perception of Value
- Consumers Pay for Things They Can't Live Without






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## WELCOME THE PATIENT

Acknowledge the patient when they enter your clinic. Don't let them stand around trying to figure out where to go.

- While it might strike you as common knowledge, they may have never been to your office before.
- If they are having an exam, see if they have filled out their forms already and have packets ready if they have not.
- Let them know the approximate wait time and set the expectation
- Invite them to look at frames while they wait, get an idea of what they are going to want with their prescription

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## HOW MUCH TIME DO PATIENTS ALLOCATE TO SPENDING IN YOUR PRACTICE

The Answer is on Average 1 Hour "The Golden Hour"

The Clock Starts As Soon As They Check In

What Happens When the Exam Takes Up the Majority of the Hour They Allotted?

- No one likes to be under pressure
- Do we sacrifice discussing lenses or looking for the proper frame?
- "Do you want what you had last time?"
- We default to "what's covered"
- The process breaks down and we fail to address patient needs and lens options, which can affect profitability and the care we want patients to feel

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**BE THE DIFFERENCE**

- Why is that important?
- 7/10 people stop going to a practice because they felt the staff was indifferent to them.




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**THE PATIENT JOURNEY**

- Welcome Patient
- Doctor Optician Handoff**
- Product Selection
- Close

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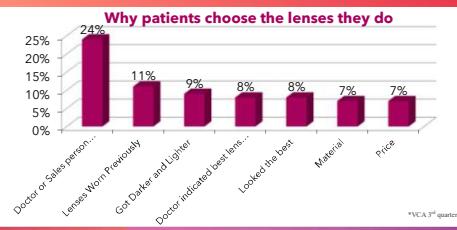
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**CHOICE SELECTION**


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# DOCTOR OPTICIAN PATIENT COMMUNICATION

-  Use questions that start with share with me or tell me.
-  Then LISTEN really LISTEN wait until they are done speaking then ask another follow up question based on how they answered your previous question
-  While they are talking be an active listener with non-verbal cues that you are listening (nodding head up and down)
-  Wait for the answers...don't interrupt!

## WHAT DO PATIENTS WANT FROM US?

- **Warm Friendly Responses**
  - Make eye contact, smile and have a warm welcoming tone.
  - Make sure that your own baggage from outside work isn't coming along with you
- **They Want to Feel Important**
  - Acknowledge their presence IMMEDIATELY
  - Even if you need to finish just one more thing, a smile or a head nod can show the patient they are a priority.
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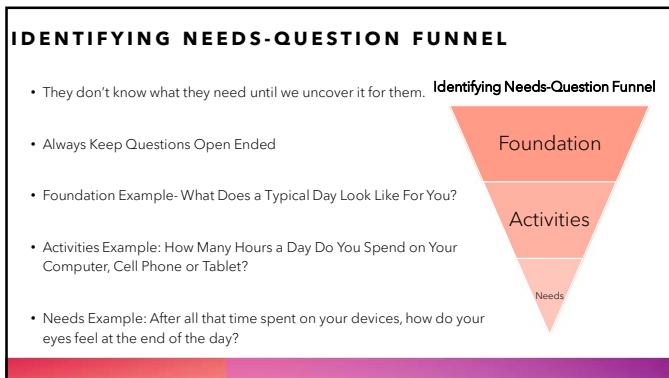
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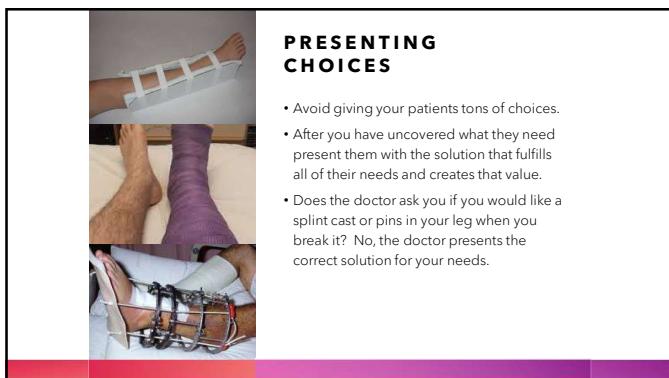
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## PRODUCT SELECTION AND SELLING PREMIUM SOLUTIONS

- Always recommend products as a visual solution
- Pre-bundle options such as lens material, non glare, Transitions, and PAL lenses and present as one price.
- Explain the total package and what is included and why you recommended it
- Even if the products aren't bundled together in your EHR system calculate everything together to present one price.




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## BUT ALL THEY CARE ABOUT IS PRICE

- Price is truly the lowest common denominator
- It will always come into play when there isn't any other differentiation
- Price Will Always Be a Part of the Equation...DIFFERENTIATE And It Will Only Be PART not ALL of the equation.
- Education and Tying Their Specific Needs Back to the Visual Solution is Key to Not Getting As Much Push Back About Price
- According to Jobson 73% of patients expect their doctor to recommend the best eyeglass lenses or contact lenses to satisfy their needs during the eye exam.




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## MAKE IT ABOUT THE PATIENT

- Use Language They Understand
  - No more PD's, OC's and High Index Discussion Make it Easier To Understand
- Ask the Right Questions To Discover Needs
  - Use the Needs Questions Funnel
  - Use Open Ended Questions
- Always Re-Use the Patient's Words In Your Recommendation To Meet Those Needs
- Experts Don't Give Options, They Provide Solutions!
- Ask Yourself If This Was My Family Member Would I Prescribe/Recommend This Solution?




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**CLOSING THE SALE**

- Present the price as a total visual solution
- Explain how that specific visual solution is going to meet the needs in their own words, that you discussed. It will help them justify the solution with the pain points you uncovered.
- What if after all that the patient still says no it is too expensive?

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**SO HOW DO I GET THEIR BUY IN AGAIN?**

- Present them with the best technology that fills THEIR needs, not the needs we decided they had.
- ASK question to find their pain points or what they NEED. Then give them something to meet the need or get rid of the pain point.
- Build trust with the patient by filling those needs. When we sell without educating it doesn't feel right to the patient.



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**MULTIPLE PAIR SALES**

**Selling a second pair is a mindset.**  
Approach every encounter with the mindset that all needs must be addressed for each and every patient.

**Tip:** You are not there to provide the single least expensive option.

**Tip:** When you buy shoes, one pair does NOT fill all your needs....would you go hiking in flip flops or heels?

**Tip:** Second pairs should be presented every time, the assumption must be that more than one pair will be needed to fulfill the patient's visual needs.

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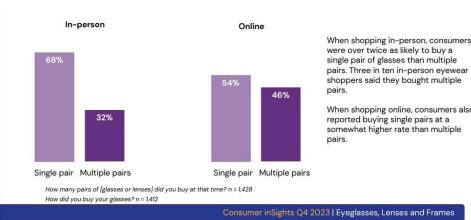
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## INTERESTING PATIENT PERCEPTION FACTS



How many pairs of glasses or lenses did you buy at that time? n = 1,628

How did you buy your glasses? n = 1,628

Consumer Insights Q4 2023 | Eye Glasses, Lenses and Frames

© The Vision Council 39

## NATIONAL AVERAGES - WHAT IS EVERYONE ELSE DOING?

- 10% second pair sales is the national average and has been for the last 20 years.
- High performance practices sell multiple pairs 33% of the time



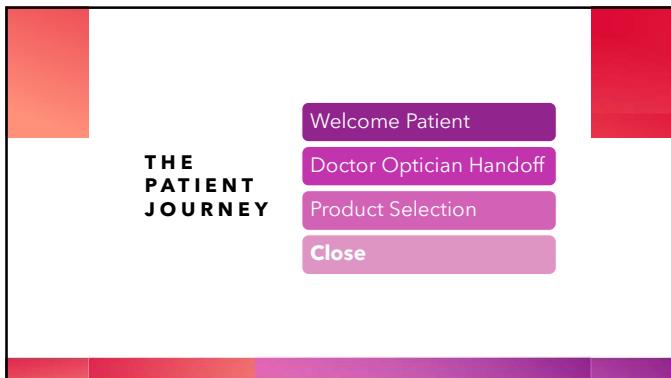
## MULTIPLE PAIR SALES

Dazzle them with denim! Make sure to have good samples of glare-free lenses, blue light protecting lenses and polarized lenses. Use a "live" demo for polarized lenses. Let your patient wear them outside with tinted versus polarized lenses.

Highlight your personal collection! Don't hesitate to tell your patient how many pair you own and the functions of each pair.

Offer a substantial 2<sup>nd</sup> pair discount.





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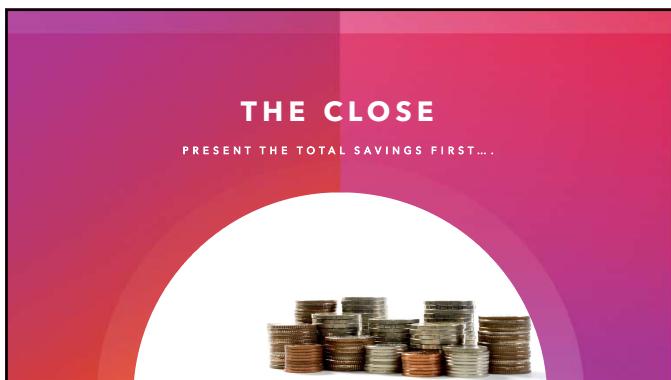
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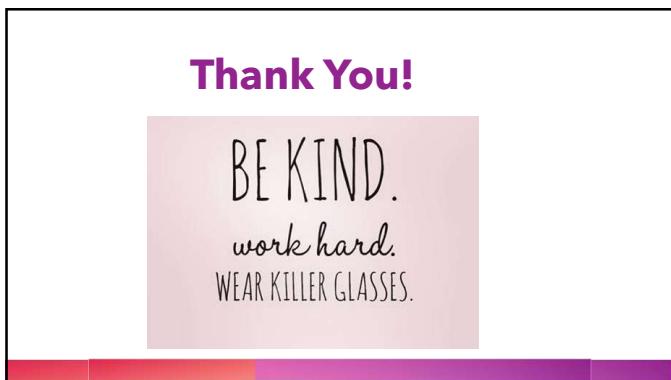
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