The Influence of Technicians in Patient Care & Product Solutions
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Introduction

- Patients need to be introduced to the idea of product-specific solutions at various touchpoints.
- Patients may be unaware that there are product-specific solutions available for short and long-term visual health.
Introduction

- Why do you make recommendations?
- Do you believe it's in the patient's best interest?
Lifestyle Questions

- How do they like their current vision correction products?
- What activities, occupations, hobbies do they participate in?
- How could those impact their vision and ability to perform?

Behavior

- What do you observe in the waiting room? The exam lane?
- Can we educate beyond the patient?
- Do they have more than one pair of glasses to be neutralized?

Thank you

someone@example.com
Responding To Clues

Contact Lenses
- Not all contacts are created equal
- Contacts are a backup to glasses
- Why certain brands

UV Protection
- Why is it important?
- Who benefits?
Anti-Reflective Treatment

- Who can it benefit?
  - Any, but particularly high prescriptions
  - Night driving
  - Cataracts
  - Cosmetic

Blue Light Reducing Treatments

- Educate – don’t scare
- Multiple options
- Macular Degeneration

Hobby/Lifestyle Specific

- What are their interests?
- How can we improve lifestyle?
Occupational Eyewear
- Computer specific lenses and treatments
- Plumbers, mechanics, etc.

Sports
- Specific frames
- Specialty tint
With The Patient

- What type of language?
  - I would recommend.....
  - In my opinion.....
  - From my experience.....
  - Other patients.....
- What is important to the patient?
  - You mentioned.....
  - I heard you say.....
  - What is most important to you?

With The Doctor

- Communicate the patient’s wants, needs, expectations, and concerns to the doctor in front of the patient
- Collaborate with the doctor on product solutions
- Doctor reinforces the recommendations

Product Knowledge
Product Knowledge

Which products are good solutions for specific patients and needs?

You don't have to know all the details, but enough to educate and intrigue the patient.

Conclusion

Patient's best interest and visual outcome should always drive recommendations.

Care for more than just the patient in front of you.

Techs have great influence in best patient care.

Thank you for attending!

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