

Brag On Your Practice! This Is How We Do It!

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SEE THE LIGHT CONSULTING

Description of the course

This course gives the attendees an opportunity, through a guided discussion, a chance to brag on their practice. We will highlight the different specialty treatment areas within the practice for best practices. Those areas include the front desk, technician prescreening, optician specialty, ocular surface disease management, contact lens specialty, diagnostic testing, compliance, employee retention, and customer service genius. The individuals will be asked questions on; what made the area great, what did we do to improve the area, how was the staff trained, were we able to retain the staff, how did you make the program sustainable, what hurdles did you have to overcome, and why was it cost effective to have the program? **THIS COURSE DEPENDS ON AUDIENCE PARTICIPATION!**

Objectives

How did we make this area great:

What did we do to make the area better?

How did we train our staff?

How do we retain our staff?

Why is this program sustainable?

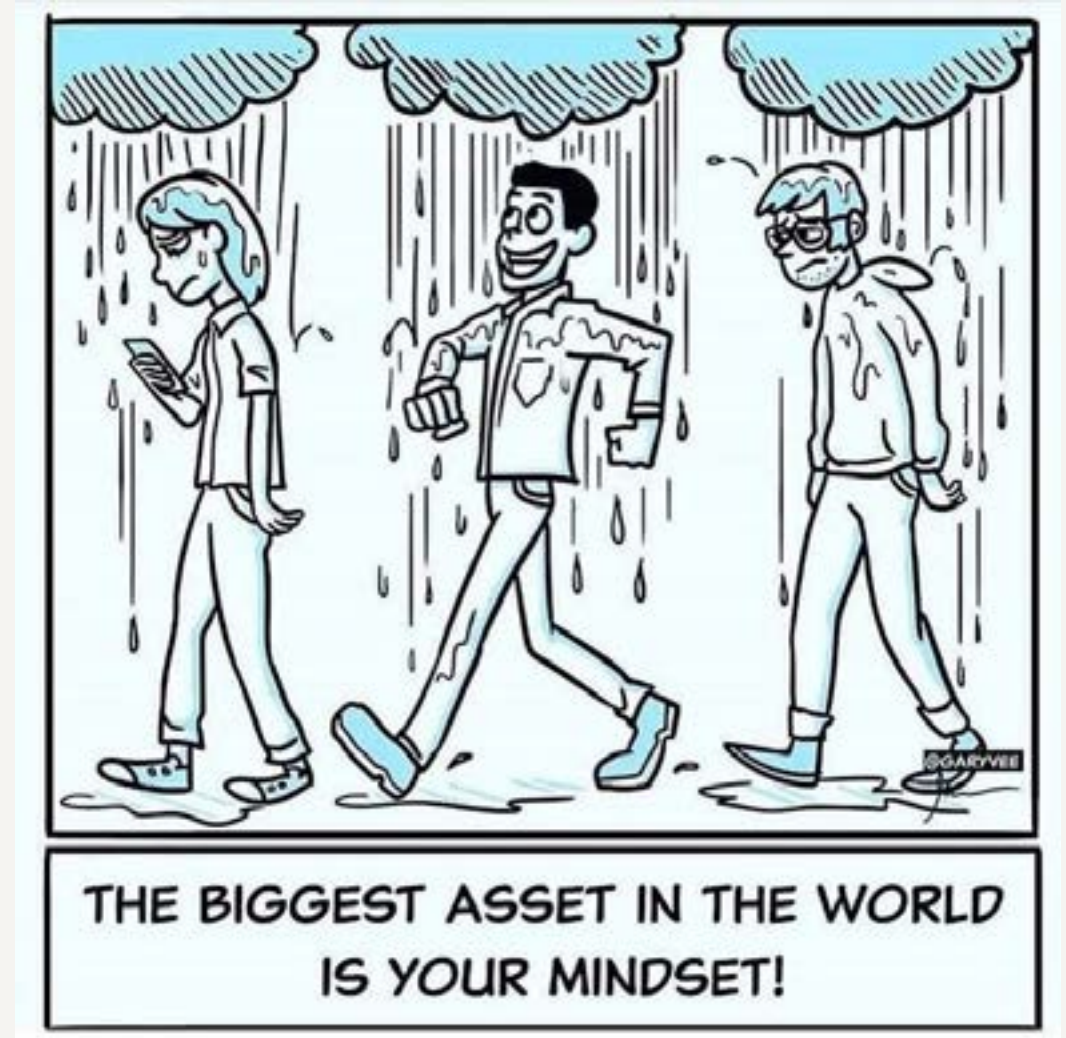
What are hurdles we had to overcome?

Why was it cost effective?



9 Areas To Discuss

- Front Desk Operation
- Technicians Procedures
- Opticianry Specialty
- Ocular Surface Disease management
- Contact Lenses Specialty
- Diagnostic Testing Specialty
- Customer Service Genius
- Hiring
- Leadership



Front Desk Best Practices

- What made your front desk so great?
- How did we make this area great:
- What did we do to make the area better?
- How did we train our staff?
- How do we retain our staff?
- Why is this program sustainable?
- What are hurdles we had to overcome?
- Why was it cost effective?
- EMR in use



Current best practices

- How did we make this area great:
- What did we do to make the area better?
- How did we train our staff?
- How do we retain our staff?
- Why is this program sustainable?
- What are hurdles we had to overcome?
- Why was it cost effective?



Technicians/Scribes

- How did we make this area great:
- What did we do to make the area better?
- How did we train our staff?
- How do we retain our staff?
- Why is this program sustainable?
- What are hurdles we had to overcome?
- Why was it cost effective?
- Super Tech Program



Reminder Slide: We are looking for...

How did we make this area great:

What did we do to make the area better?

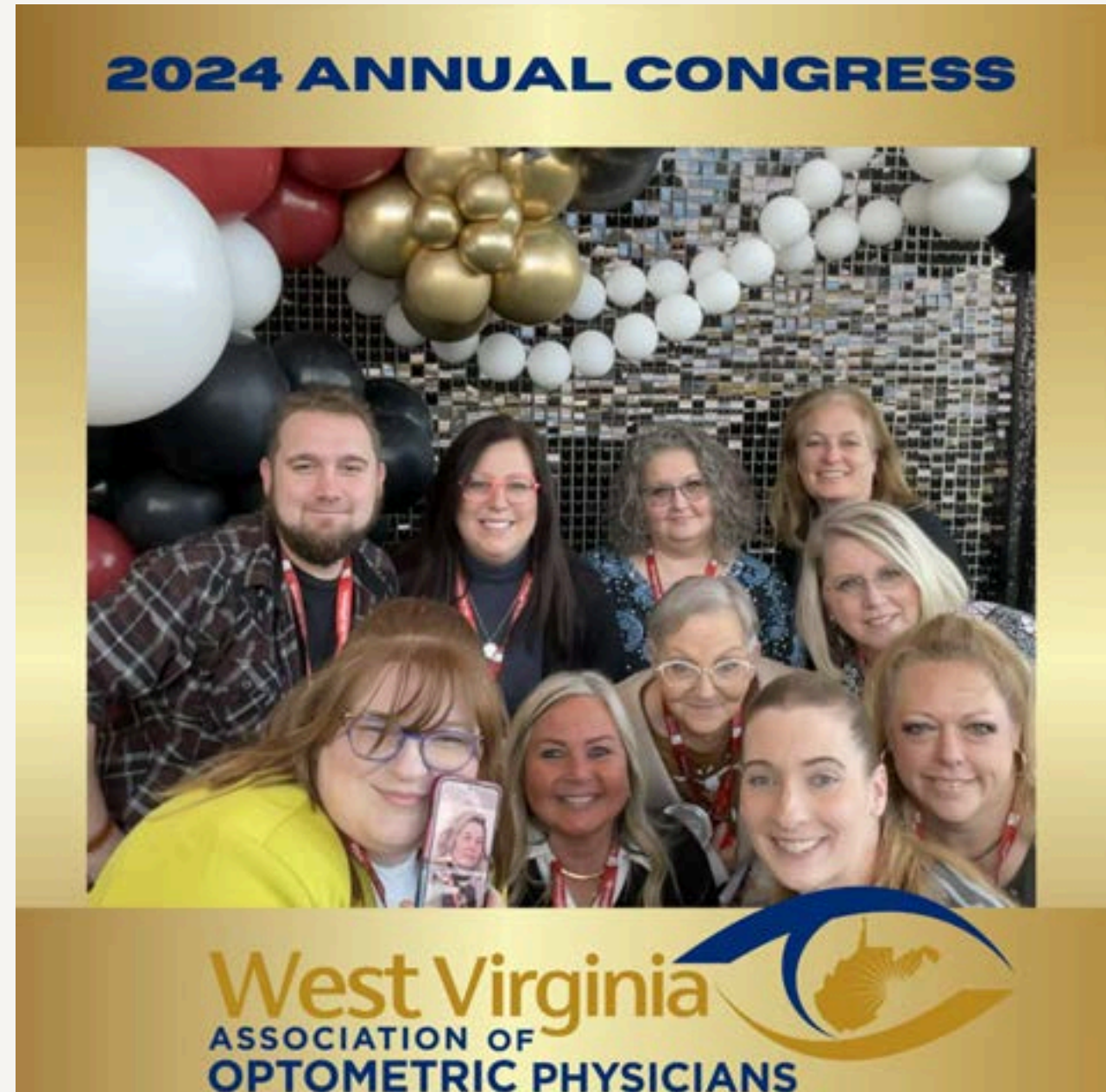
How did we train our staff?

How do we retain our staff?

Why is this program sustainable?

What are hurdles we had to overcome?

Why was it cost effective?



Current best practices

- Contact Lens Specialist
- Tracking matrix
- Dry Consultants
- Ocular Hygienist
- Infection Control Specialist



Opticians Best Practices

- How did we make this area great:
- What did we do to make the area better?
- How did we train our staff?
- How do we retain our staff?
- Why is this program sustainable?
- What are hurdles we had to overcome?
- Why was it cost effective?



Opticians Current Best Practices

- What has made your optical standout?
- Fitting
- Edging
- On Site Surfacing
- On Site Progressive Lenses
-



Ocular Surface Disease Best Practices

- How did we make this area great:
- What did we do to make the area better?
- How did we train our staff?
- How do we retain our staff?
- Why is this program sustainable?
- What are hurdles we had to overcome?
- Why was it cost effective?



Providers

- Estheticians
- Ocular surface disease management
- Frame stylist
- Lasers
- In office procedures
- Provider exit plans



Reminder slide: What we are looking for...

How did we make this area great:

What did we do to make the area better?

How did we train our staff?

How do we retain our staff?

Why is this program sustainable?

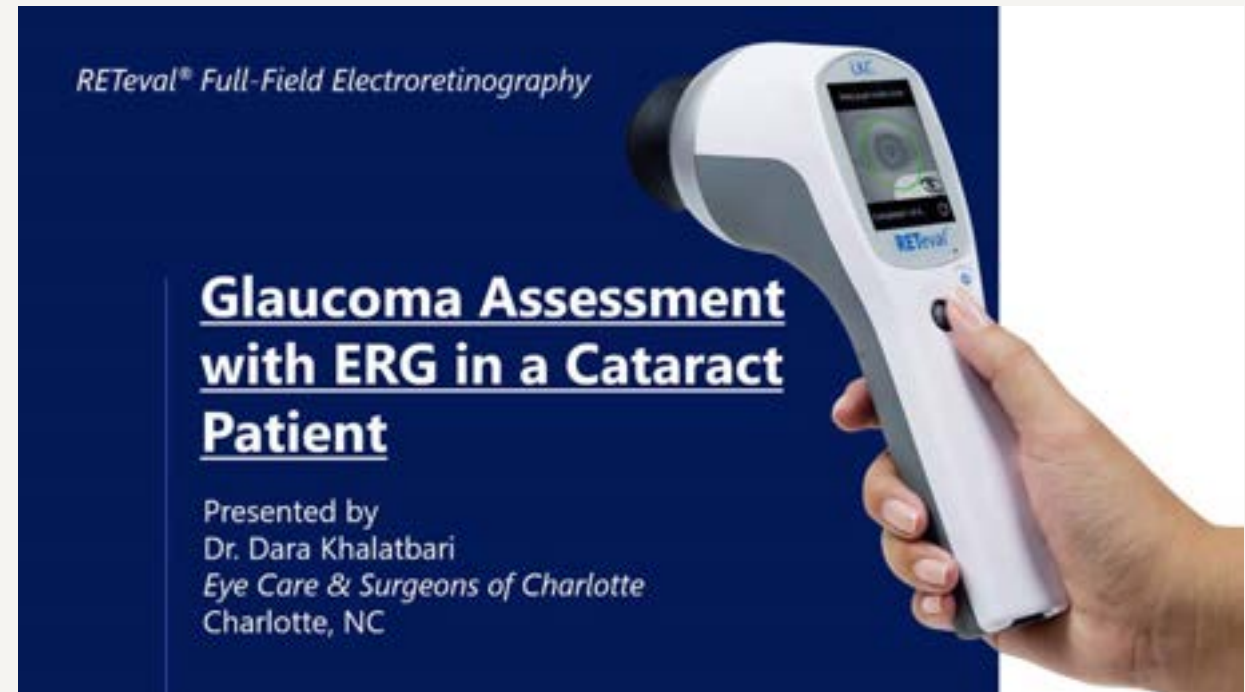
What are hurdles we had to overcome?

Why was it cost effective?



Diagnostic Testing Best Practices

- How did we make this area great:
- What did we do to make the area better?
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- How do we retain our staff?
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- Why was it cost effective?



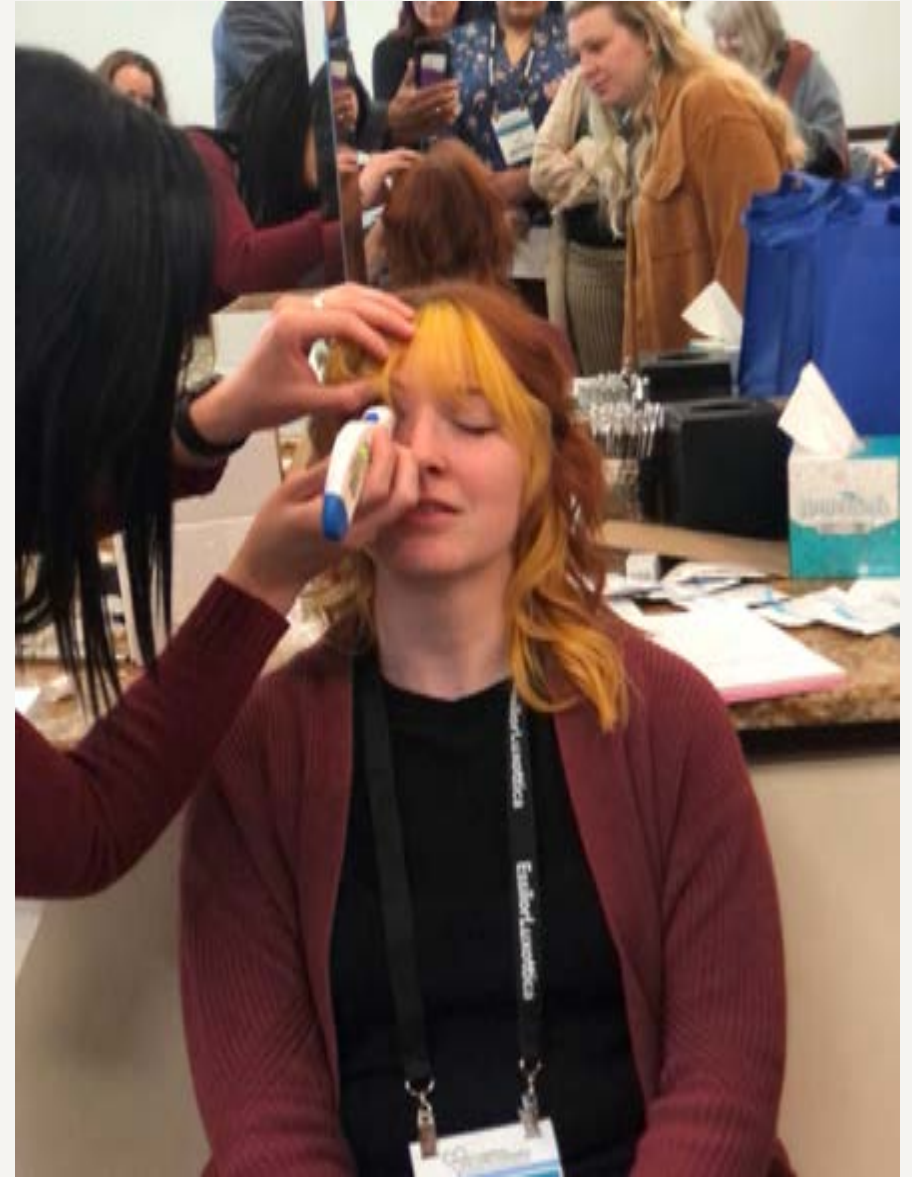
Current best practices

- Measuring frames in optical
- IPL and RF treatments in OSD
- Special patient tracking programs at the front desks
- Head-Set Visual Field testing
- New lumps and bumps protocols sterilization/sanitation
- Laser and their uses (OSHA)



Employee Retention

- How did we make this area great:
- What did we do to make the area better?
- How did we train our staff?
- How do we retain our staff?
- Why is this program sustainable?
- What are hurdles we had to overcome?
- Why was it cost effective?



Compliance

- How did we make this area great:
- What did we do to make the area better?
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- How do we retain our staff?
- Why is this program sustainable?
- What are hurdles we had to overcome?
- Why was it cost effective?



Current best practices

- Staff reward or bonus systems
- Staff health Insurance
- OCT or Optos wellness program
- 2 pair frame sales
- Contact Lens purchases
- Getting that signed Rx documented

Benefits of an Employee Incentive Plan



• Higher profits & sales



• Higher customer satisfaction



• Better productivity

Types of Employee Incentive Plans



Number of years served



Employee of the month



Top sales performer



Best customer service



Attendance



Employee wellness

Incentive  Solutions™

<http://www.incentivesolutions.com>

http://twitter.com/incentive_sols

MARCO Equinox LLLT



- The Equinox Low Level Light Therapy is a non-invasive, pain and stress-free treatment of dry eye and MGD for all patients regardless of skin type. No gel is required, and the entire periocular area is treated using direct and indirect Photo biomodulation during typical 15-minute applications.
- **Red Light** stimulates production of collagen and elastin. Red light is absorbed by mitochondria and stimulates ATP increasing cellular action, enhancing its activity.
- **Blue Light** purification action. Blue light is recognized to be the ideal wavelength to solicit porphyrins to obtain a bacteriostatic effect with a consequent elimination of bacteria

Customer Service Best Practices

- How did we make this area great:
- What did we do to make the area better?
- How did we train our staff?
- How do we retain our staff?
- Why is this program sustainable?
- What are hurdles we had to overcome?
- Why was it cost effective?



Current best practices

- Rewards
- Bonuses
- Staff Development
- Certification
- Career Tracking
- Conferences



Leadership

- Training
- Employee handbook
- Employee benefits
- Resource management
- Staff development
- Compliance programs
 - HIPAA
 - OSHA
- Accounts tracking
- Budget management



Thank you so much!

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