

“Hug” Your Patients... Metaphorically or Hypothenically?

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Metaphorically or Hypothenically?

Metaphorically
Saying Something *not* to be taken literally

Hypothenically
Saying Something that *may* be taken literally



Hypothenical Defined

Involved in a suggested idea/theory.
Based on possible ideas vs actual ones.
Imagining possibilities while exploring consequences.
It could evolve and happen.



Hypothenical - Building For Change

If + subject = were/would/could + verb stem
If I were a bird, I could fly.
If my patients were unhappy, I could change.
If my practice couldn't exceed expectations, I could implement.
If I were a better listener, I could better prescribe/recommend.



Hypothenical - Taking Action

Subject + should/could + action + scenario
I should take an umbrella in case it rains.
We should change how we greet to improve first impressions.
I could learn other cultures when my patient base shifts.
I could welcome patient complaints to better my practice.



SNHU
Deliver Diplomas Door to Door

Fish! Tale
Be There, Play, Make Their Day,
Choose Your Attitude

Southwest Airlines
Warm, Friendly, Themed Gates,
Comedic Announcements



CICI'S Pizza

Welcome To CiCi's! Engage, Play

IKEA

European Designs, In-Store Coffee Shops, Restaurants, Day Care, Togetherness

Bibber's Funeral Home

Family Owned, Shared Experience, Compassionate Business

Uber Driver

Music Selection, Profiling



What's The Big Deal With Economics?

- Product 1st
 - Commodity
 - Differentiation
 - Competitive Pricing
- Service Yesterday
 - Everybody Boasted
 - Services Alongside Goods
- Experience Today
 - Attract & Retain
 - Experience Overtakes Product/Prices



Post COVID-19 Experiences

Missed In Person Experiences

Spending More Time

Online

Quality In Person

Spending More Money

In Person & Online

Enjoying

In Person Try-On

Virtual Try-On



Welcoming Committee

- What's Behind The Glass Wall?
- Is It Friendly or Medicinal?
- Is It Clean or Cluttered?
- If Possible, Meet Them at Entry



Unwelcoming Verbiage In House

Why are you here today? (without good eye contact)

And your name please? (versus recognizing them)

Take a seat, fill out these forms.

Someone will call you.

Next...



Hugging Verbiage In House

Hello and thank you for coming in today. (with good eye contact)

May I ask your name? (versus internal recognition photos)

Good morning/afternoon _____.

It is nice to meet you/see you again. I hope your day is going well.

My name is ____ how may I assist you today?

Please fill out these important patient forms.

Come and see me when you have completed them.

By the way, _____.

Is there any thing else I can help you with?



Hugging Verbiage



Thank you for calling _____ today.
 May I ask your name?
 Good morning/afternoon _____.
 It is nice to meet you/hear your voice again. I hope your day is going well.
 My name is _____ how may I assist you today? (listen)
 It will be my pleasure to _____. (repeat their request)
 Is there anything else I can help you with?
 Enjoy your morning/day evening and we look forward to _____.
 (recap what was spoken)

Don't Forget to Listen

Listen Reflectively

- Hearing**
- Accidental
 - Involuntary
 - Effortless

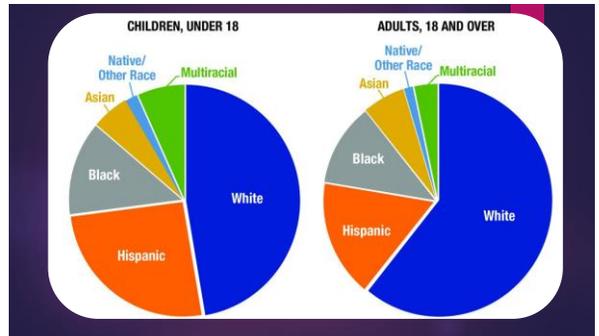
Listen Reflectively Effectively

- Listening**
- Focused
 - Voluntary
 - Intentional

You have earned their trust and the conversation can continue on a productive path.

What is your preferred name?

What are they accustomed to?
 Culturally
 Miss vs Mrs.
 How We Identified
 1940s/1950s Master, Mr., Mrs.
 1960s/1970s Mrs. Ms.
 How We Identify Today
 He/Him She/Her They/Them
 Simply Ask



Cultural Differences

Language Barriers
 Diverse Forms & Literature
 POP Materials



Hispanic, Black/African Americans, Asian Americans
 Familia & Compliment, Don't Assume, Acknowledge Educational Achievements

Generations

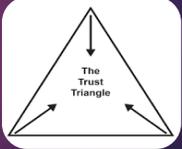
Be Mindful of Others
 Learn From Each Other



	BABY BOOMERS	GEN X	MILLENNIAL	GEN Z	GEN ALPHA
Years	1946 - 1964	1965 - 1976	1977 - 1995	1996 - 2009	2010 - 2025
Ages	78 - 60	59 - 48	47 - 29	28 - 15	14 and younger
Major Events	Civil Rights Women's Liberation Cold War	Watergate Advent of MTV	AIDS Technology	9/11 Iraq / Afghanistan Wars Market Crash	COVID-19 Pandemic
Major Traits	Explore Optimistic Work-centric	Individualistic Flexible Skeptical	Tech-dependent Family-Centric Optimistic	Political Mistrust Always Connected Multi-Taskers	Strong Ethics Strong Values Tech-Savvy
Attitudes About Eyewear	77% Wearers Highest Repurchase Private Pay Likely to buy from independents	72% Wearers Almost 60% of all sun Rx sold is sold to presbyopes	46% Wearers Most likely to... Prefer online customer service / text Buy from retail	33% Wearers More likely to... have lens purchase subsidized	19% Wearers Most likely to... Buy from brands influencers wear, promote, or recommend

Trust Triangle

Refracting Physician
Para-Optometric
Optician
Pass It Down For Reassurance



What Patients Need From You

Give Them What They Want

- Honest Opinions & Play
- Reduced Buyers Remorse

Congratulate Them On Their Choices

- During The Eyewear Fitting
- During The Eyewear Delivery
- During Future Visits



Testimonials & Recommending

Giving A Piece Of You

Friends, Family, Community

"You remind me of _____ because _____"

Verbiage Designed For Them

"You look _____ in frame because _____"

"This brand was designed with you in mind because _____"



The Art Of Conversation

- Maintain eye contact
- Use active listening skills
- Practice empathy
- Use nonverbal communication
- Use clear and concise language - KISS
- Be aware of cultural differences
- Show interest and curiosity
- Smile
- Be in the moment



Be In The Moment

- Clear Your Mind
- Focus Only On The Patient
- Listen Reflectively
- Savor The Present
- The a-ha Moment
- Validating the Patient's/Customer's Concern
- Pivotal Moment
- Patient Realizes Their Value
- Verbal Hug



Take A Personal Inventory

Tasks You Do Well

CL I&R, Diagnosing, Troubleshooting

Life Lessons

Ice Cream Story

What Do You Love?

Money/Practice

Meaningful Experiences

Did They Feel The a-ha Moment?

"I look into their eyes and try to figure out whether they just love the money, or if they love the practice."

"If they don't love the practice, I can't put my money into it."

Joe Patient

"Then our responsibility is to make sure that we don't do anything that kills that love of the practice."

Sarah, OD/LDO/COA

Falling in love

Make it a dinner moment...



Falling in love

Get Real

Build A True Relationship

Gain Their Trust

They Will Forgive

*"I have told my team to make the customer absolutely love you.
Take-you-home-to-dinner love you.
Meet-the-wife-and-kids love you."*

"Because if the customer loves you, you can _____ and they'll say accidents happen."

How Do We Forgive?

Acknowledge

Regardless of How Small

Put Yourself in Their Shoes

Get Perspective

Forget, Move On, Don't Look Back

Dr. _____ Story Dr. _____ Story

Think Back When You Were Forgiven

How Did You Feel?

"The weak can never forgive. Forgiveness is the attribute of the strong."

Mahatma Gandhi

"Get Real" Hugs

Go The Extra Mile

Hardship Cards

Special Occasion Notes

Water

Taxi/Uber/Lyft Assistance

Phone Assistance

Directions

House Calls

Appointment Considerations

Build Relationships

Greet Like A Friend

Remember Names

Compliment

Put Their Passions To Memory

Treat Them Like Family

Learn To Say Your Welcome

"Practice" Hugs

Exceed The Expectation

She Expect Results

We Exceeded

Mrs. Clark Story



Kill Them With Kindness

- Choose Team Member
- Shadow The Rock Star
- Watch, Listen, Learn, Document



“Practice” Hugs

What Else?

- Frame Loaners
- CL Replacements
- Offer Eye Drops
- Recommend “Hugging” Businesses
- People, Service, Product
- Product Value Sign

CATEGORY NUMBER ONE		CATEGORY NUMBER TWO	
Product one	\$15.00	Service one	\$15.00
Product two	\$20.00	Service two	\$20.00
Product three	\$25.00	Product one	\$25.00
Service one	\$30.00	Product two	\$30.00
Service two	\$35.00	Product one	\$35.00

Learn From Complaints

- Welcome Them
- Thank Them?



Where Did Everybody Go?

- Death
- Move
- Relationships
- Competition
- Product
- Attitude.



Hugging Gestures

- High Five
- Fist Bump
- Hand Heart
- Handshake
- Non-contact Hug
- Common Sign Language Gestures
- Hypothetically with Arms
- Hand Jester



Actual Hugging

- Be Selective
- Read The Room
- Ask For Permission
- Hug 3 Seconds
- Avoid Face-To-Face Contact

*I am not much of a hugger.
Do you prefer a handshake or fist bump?*

