



EyeSystems

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1



**10 Ways to Lose a Patient
& Not Even Know It**




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2



1. Not Listening

- Telling them what they want
 - Because their insurance will cover it
 - But it's not what they need
 - You are rushed



3

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2. Being Unresponsive

- Not calling them back
- Not responding to email or text
- Not answering the phone promptly


respond

4

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3. Wasting Their Time


- How long do they wait?
- How many forms do they fill out?
- Repetition



5

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4. Treating Them Like a Number



- An "EyeMed" Patient
- A "VSP" Patient
- A "Medicaid" Patient
- What time is your appointment?
- Do you have your insurance card?
- Your co-pay is...

We need to know all of this – but not in the first 30 seconds!

6

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5. Preventable Mistakes

- Not knowing the details
- Insurance info – know the essentials, employer, common plans or have a plan in place with a script
- Forgotten PD, OC, Seg Height, etc.
- Lens design and frame selection won't work

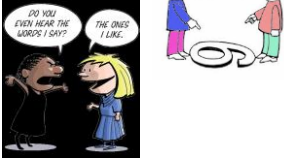



7

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6. Poor Communication

- How you say, what needs to be said is important:
 - Grammar
 - Pronunciation
 - Professionalism

8

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7. High Pressure Sell

- Never recommend anything that you don't believe to be the best for the patient – they can choose something substandard or extravagant but you sell what helps them SEE their best!




9

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8. Cave In

- Don't run when the going gets tough – this takes training and preparation and you'll still get thrown for a loop. Want to grow your practice, business? Prepare for the hard to please patient and make them happy!




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9. Always complaining

Not fair Poor me
Blah Blah Blah!
Why me Boohoo


- Don't like their insurance – quit accepting it
- Don't like working so many hours – figure out how to work smarter
- Don't like your job – MOVE ON
- Don't like your co-workers – Look in the mirror



11

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10. Hang on to Tight



- Keeping bad patients may lose you great patients. Sometimes it's just not a great fit – help them find the right caregiver and move on to the ones you love!

12

BONUS

- How you represent yourself...
- 5-7 seconds
- 55% visual
- Proactive or reactive