8 HABITS OF HIGHLY EFFECTIVE PRACTICES

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THE ULTIMATE PRACTICE SUCCESS GUIDE
Lisa Chmura – Senior Practice Consultant
Lisa has been employed at Eyemax since 2007 as Senior Practice Consultant and greatly enjoys utilizing the skills and experience she obtained working in a LASIK practice to help her clients achieve growth and success. With 18 years experience specializing in ophthalmology marketing – on both the practice and the agency side – Lisa enjoys on-site consulting, staff training, advertising strategy and helping take her clients to the next level.

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Kelsey Vaughan – Account Manager
She has been an Account Manager with Eyemax since 2012. With over 8 years of knowledge and experience with client relations and account management she has helped clients reach goals and achieve results. As a millennial, you’ll find her enamored with the impact of social media and ways brands tell unique stories through those channels. Kelsey is a big picture creator but has learned the importance of strategic thinking with action. It is also her mission to inspire others with a positive attitude and flexibility, things she’s realized goes a long way in the workplace.

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Working with practices day in and day out for over 19 years, Eyemax has seen just about every barrier practices face in order to truly implement change. That doesn't mean it's impossible, it just means it's going to take work. Work to incorporate these 8 Habits of Highly Effective Practices today, and start producing happy patients and happy employees.

1. Teamwork Atmosphere
No job is too big or too small for any one person in the practice. If the front desk is tied up, anyone else should be comfortable taking a phone call. The entire staff should be on the same team with the same goals in mind, so make sure it's functioning that way.
2. Take Ownership
You are in the business of customer service, so if a problem arises, solutions should be found... immediately. Stop passing the buck from one employee to the next, and start taking responsibility of what is in front of you.

3. Set Goals
This is often overlooked, but the easiest to implement. Set goals every month to be accomplished. Whether it’s surgery goals or reducing your no shows, make sure these goals are known by every employee. Remember this is a team effort!

4. Educated Staff
Nobody likes to feel left out. Make monthly meetings to ensure each and every staff member is aware of any changes or new happenings in your practice.

5. Top-Down Management Approach
Management must be involved and on board in order for any new change to happen. If the management is not present or unreachable, employees lose momentum & success is limited.
6. Rewards and Incentives

Reach a goal? Reward your staff. Whether it’s monetarily, or a spotlight in the monthly meeting and a thank you card, employees want to be rewarded and acknowledged in order to continue to be engaged.

7. Brand Recognition

Have an identity. Know what you stand for it, and make sure that message comes across in everything that you do from day-to-day interactions to an overall marketing strategy.

8. Consistency

Consistency is the only way to see true change and growth. Effective practices never waver when it comes to implementing or accomplishing any of these habits.

Need some help with a game plan on how to start implementing these strategies? Visit us at ASCRS Booth #954 for a FREE, personalized practice assessment.