Integrating Today’s Technology with Customer Service

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Technology & Customer Service Should Fit Together

Tech Station
- Central Communication Center
- TEAM Effort to Report
  - Telephone Comments
  - Exam Comments
- Process of Recording
  - Database Notes
  - Flags in Charts
- Impromptu Regular Meetings
  - Technology Updates
  - Discuss Patient Comments
  - Message updates
- Promotes customer service

In the news...

Notes

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Technology Strengths

Technology
- Advanced IOLs
- EDMF
- Multifocal
- Accommodating
- Corneal Inlays vs Monovision LASIK
- OCT technology
- Abberometry

Strengths
- Education Techniques
- Contract Options
- Value Recommendation
- Use Educational Tools
- Presbyopia Treatment
- Retinal Image Excellence
- Tool to explain vision

Technology Weaknesses

- Technology in eye care is changing rapidly
- Surgical
- Medical
- Clinical
- Business Administration
- Purchase & Integration Cost
- Difficult to Market
- Patient Understanding
- Are we slow to embrace new technology?

Practice Opportunities

- Embracing new technology available to help detect threats to eye health, and keep your patients vision as sharp as possible
- Distill information in a meaningful & effective to patients
- Assess patients particularly interested in new technologies
- Technology can help you connect
  - Software links to providers that coordinate patient care
  - Limiting redundant testing and patient information documentation
- Co-management
  - More efficiently share patient data
  - Avoids redundancies

Threats to Success

- Unhappy Patients
- Decreasing Level of Customer Service
- “Nobody cares how much you know, until they know how much you care.”

Customer Service SWOT ANALYSIS

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“Hierarchy of Patient Needs”

Safety & Security
Feeling of Control

Financial Counseling/Affordability

Empowerment Through Education

Made to Feel Welcomes, Comfortable & Oriented

Recognized as an “Individual”

Established Trust & Rapport

Consistent Service & Follow-Through

Applying Customer Service

Contact Point Opportunities

• Every contact point between the patient & staff member should have a distinct & memorable opening
• 15% - Technical Skills
• 85% - Communication, Presentation, Get Along, Rapport, Emotional Intelligence

People don’t care what you know..... Until they know how much you care!

Important and Appreciated

Use their name
• Becomes more personal
• Friendly instead of sterile

Acknowledge the decision is a big step
• Be excited for them
• Congratulate them for coming in

Give anecdotes
• People like to have their feelings validated
• Helps them feel at ease
• Go above and beyond – anticipate their needs

Customer Service...

TREAT – offers the care you’d like to be treated with dignity, respect, and courtesy

EMPATHIZE – customers need to believe you feel their pain, concern, etc.

LISTEN – to understand the facts and emotions behind the patient’s sales

ATTITUDE – more important than skills and can be contagious

The Golden Rules

Signature Customer Service

Train & Involve Your Staff

Are you all on the same page?

Re-engineer Customer Service around Technology

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Train for Service Excellence

- Match training to service standards
- Equip team with hard & soft skills
- Keep training
- Who needs to be “retro-fitted”
- Measure your Patient’s Experience
- Scheduled
  - “Mystery Shoppers”
  - Patient Surveys

Confidence through Communication

55% body language
38% tone
7% words

Confidence Builds Rapport

Patient Attitudes to Recognize:

- **Proactive** – confident and self-assured. These patients are knowledgeable and will be coming in seeking facts and assurance of your qualifications.
- **Reactive** – aggressive and focused on understanding how they will benefit.
- **Inactive** – timid and questioning of benefits

Use Technology to Build Patient Rapport

Focus on Patient Needs

- How can you best explain the technology to your patient?
- Be curious about their lives, how can the technology make their lives better?
- Be associated with their needs before they walk in the door. Remember why you’re in business – to best serve patients!

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**Flexibility** – being flexible or adaptable is crucial for demonstrating and understanding your patient.

- Every patient is unique & you must adjust your style to connect.
- Be flexible with your style because you work with different types of people.
- Identify the patient's style
  - Visual
  - Auditory
  - Kinesthetic

**Failure to LISTEN Leads to Failure in:**

- Building the Technology Relationship
- Understanding Motivation
- Addressing FEAR
- Comfortably discussing MONEY
- Getting Contact Information

**Rapport** – building a relationship with the person to whom you’re interacting.

- Pay attention to responses. Patients will engage if communicated in their preferred channel.
- Channels – visual (like to see), auditory (like to hear) and kinesthetic (like to feel).
- You need to care if the patient is a candidate.
- LISTEN – Most are only 25% effective at listening. We have two ears and one mouth for a reason – listen twice as much as you talk!

**Thank You for your attention & participation!**

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