



Optimizing Your Optometric Practice: A Guide to Effective Appointment Management

Time is invaluable in a busy practice, making it crucial to manage your appointment book meticulously. To ensure your practice operates seamlessly, designate a person or team to oversee this valuable resource and start incorporating some of these best practices to make a substantial difference in your practice in 2024.

Best Practices For Optimizing Your Appointment Book

Establish a standardized protocol or template for the appointment book.

Each available time slot should be assigned an appropriate type of exam. Create groups for different exam types and allocate them to specific time slots in the day to staff accordingly and optimize efficiency.

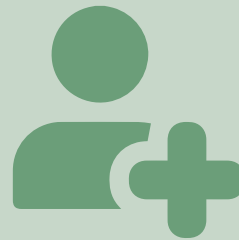
TODAY	
New Patient	
Dispense	Dispense
Dispense	Dispense
Re-check	Dispense
Annual Exam	

New Patient Allocation

Tailor the allocation of appointments for new patients based on your practice's nature.

Why? Prompt availability can significantly impact a new patient's decision to choose your practice.

How Should You Allocate? Newer practices might need more openings for new patients, while established ones can allocate a specific number of daily openings or designate a slower day for new patients.



Monitor Booking Duration

Keep a close eye on the booking duration. If appointments are consistently booked beyond 90 days without any available openings, consider adding more resources such as additional appointment days, extended hours, or more staff and doctors.



Coming Up

Can't Miss Webinar

Why Does Frame Size Matter?

December 15th

11:00 - 11:30 AM CST

The Disney Effect: What Disney Knows that Every Practice Should Be Implementing to Ensure Repeat Patients

January 12th

11:00 - 11:30 AM CST

Virtual Events

Computer Vision Syndrome in Today's World- 1 Technical ABO Credit

December 15th

12:00 - 1:00 PM CST

Virtual Dispensing Academy

February 7 - 8th

9:00 AM - 3:00 PM CST

Register for any courses above at www.ecpadvantage.com.

Save the Date - Walman University 2024 Live Tour

Davenport, IA - February 24

Bloomington, MN - March 9

Seattle, WA - April 6

Lititz, PA - October 9

Wausau, WI - October 19

Nashville, TN - October 26

Registration opens January 1st



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Best Practices For Optimizing Your Appointment Book Continued

Create a Patient Waiting List

Maintain a waiting list for patients seeking earlier appointments than their scheduled ones. This practice not only fosters patient loyalty but also enhances overall client service scores.



Handling Late Arrivals

Exercise flexibility when dealing with late-arriving patients. Whenever possible, accommodate them on the same day to demonstrate understanding and flexibility.



Utilize Technology for Confirmations

Leverage technology such as text messages, emails, or automated calls to confirm appointments. This method not only saves time for both the practice and the patient but is also cost-effective and aligns well with the demands of the modern world.



Optimal Appointment Confirmation Cadence

Confirm appointments according to a structured schedule for the best outcomes:

- On the day the appointment is made
- One week before the appointment
- One day prior to the appointment
- On the day of the appointment (in specific cases)



Capture Comprehensive Patient Information

Ensure all pertinent patient details (name, phone number, email, date of birth, insurance information, etc.) are accurately recorded during appointment scheduling. Offer patients the option to update their information conveniently through an online patient portal accessible via your website or included in the initial confirmation message or email.



Appointment book optimization tips courtesy of Phernell Walker, MBA, ABOM. For more ways to create exceptional outcomes on the business side of your practice, join us and Phernell at Walman U Business Excellence in 2024! Held in Davenport, IA, Bloomington, MN and Wausau, WI.

Ask your Walman Optical account manager for more details on Walman U Business Excellence 2024!



Happy Holidays from all of us at Walman Optical!

During this season, we are looking back on the year with appreciation for your continued support and partnership. We thank you for trusting us to deliver the best products and services for you and your patients. In observance of the holidays, Walman Optical will be closed on December 25, 2023 and January 1, 2024.