



NOVEMBER 2023

Changing Lives Through Patient Care

As an optical employee, you have the opportunity to give your patients the gift of sight, so why not make their vision exemplary. This month, we caught up with the 2023 ABO-NCLE National Patient Choice Award winner, Kristin Siddall from Advanced Family Eye in Omaha. Kristin's approach to patient care is guided by several key principles that emphasize the importance of actively listening to patients to choose the most suitable products for their needs.

Deliver Outstanding Patient Care With These 5 Tips from Kristin

1 Live By These 3 Principles: Care, Connect and Communicate

Care: Listen to patients and take every concern and comment seriously.

Connect: Translate their concerns and comments to a solution.

Communicate: Use non-scientific terms to help patients understand the solution and products that you are recommending based on their needs.



Kristin at Vision Expo West receiving her award

2 Establish Rapport and Build Trust With Your Patients

Listening to your patients and staying honest with about the care and products you can offer them builds your credibility with them. Remember to stay confident in your recommendations and not arrogant or pushy towards one option.

TIP: Don't be afraid to answer their questions with "I don't know, but I can try to find out"

Coming Up

Can't Miss Webinar

Help Wanted Needed Series | Your GPS to Creating an Ocular Surface Disease Clinic

November 17th

11:00 - 11:30 AM CST

Corridors and Progressive Lenses

December 1st

11:00 - 11:30 AM CST

Why Does Frame Size Matter?

December 15th

11:00 - 11:30 AM CST

Virtual Events

The Case of the Second Pair Sale- 1 General ABO Credit

November 10th

12:00 - 1:00 PM CST

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

December 15th

12:00 - 1:00 PM CST

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3

Adapt Your Approach For Each Patients Needs and Preferences

After hearing the patients' concerns, think of all the products that your office has available for them and pick what would be best for them like using a task lens for office work, polarized sunglasses for outdoors and activities. Make sure you can accommodate all the needs for patients such as special needs and disabilities.

4

Stay Up To Date On The Latest Technology

Stay in contact with your reps for the latest new product. Do more research on your own to see if new products would work for your office and your patients in the first place. If you have the opportunity to attend vision conventions, talk to the speakers to expand your knowledge.

5

Educate Patients On Their Care Plans

Care plans are always hard to understand even for offices at times. To help you and your patients, put a cheat sheet together with your top product that is good, better, best list so you can be confident and efficient in picking the best product for them. Make sure your guide coincides with the insurance tiers so you can interpret insurances easier, and the patient can understand where you are getting the price from on their plans.

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