

## **COURSE OUTLINE AND LEARNING OBJECTIVES**

### **Title: The \$2,000 Minute: Attracting Patients to Your Practice**

**Course Description:** Learn how to capitalize on your practice, both internally and externally, and through staff to leverage vision health messages to attract patients and encourage them to return regularly. You'll learn innovative techniques to raise patient awareness regarding the importance of vision care, improve patient retention and enhance the perception of your practice as a vision health focused provider of eyecare. A secondary benefit of using an eye health awareness approach is; it will help to keep your appointment book full!

**Credit Hours:** 1

**Course Level:** Basic

**Course Classification:** Practice Management

**Intended Audience:** Optometrists, Opticians, Practice managers, Dispensary owners

**Teaching methods:** Lecture, Discussion and Exercise

**Learning outcomes:**

Upon completion of this course, the attendee should be able to:

1. List the factors in the current pattern of neglect of vision care and tap patient case histories that provide personal data to use in promoting the importance of vision care.
2. Implement an internal public awareness campaign on the importance of Vision Care in his/her office
3. Describe methods to provide community outreach to raise vision health awareness. List seasonal events and/or vision care topics that can be utilized for raising vision health awareness (i.e. back to school or UV & glare protection).
4. Describe 3 ways the staff can play a role in communicating the importance of vision care internally and externally

## COURSE OUTLINE

### Introduction & Overview of Learning outcomes

#### 1. (Lecture) Powerful Ideas to Grow Your Practice

- Current consumer mindset regarding vision care
- Case studies of the severity of the public neglecting their vision
- Introduction to the Check Yearly vision care awareness campaign
- Responsibilities of the eye care professionals
  - Educating current patients
  - Reaching out to the public

#### 2. (Lecture) Educating Patients on Eye Health From Within Your Practice

- Americans and Eyecare: exploring the numbers
- Overview of campaign materials
- Implementing the campaign in your practice
  - Identifying & Utilizing patient education opportunities
    - Distributing Written Materials
    - The CYSC logo usage opportunities
    - Turning your waiting room into a classroom
    - CYSC Doctor Locator
    - Telephone tactics for increasing exams
    - Effective recalls
    - Outreach to decision makers for family eyecare
    - Turning emergency visits into exam appointments

**(Discussion)** The staff's role in creating awareness

#### 3. (Lecture) Raising Vision Health Awareness Through External Outreach

- Community outreach to increase vision care awareness

- Reaching Parents
  - Networking with pharmacists
  - Speaking to community groups
  - Courting the Sports and Fitness Crowd
  - Linking with Community Organizations
- Public Service Promotes your practice

- (Discussion)** Working with the Media
- Tips to make use of available PR and local media
    - Tips on writing a press release
  - Do's and Don'ts of Media efforts
4. **Summary:** **Review of content and materials usage**  
**(Discussion)** Developing an action plan based on ideas presented
- (Exercise)** 3 things to do immediately when you return to your practice
- Q & A Session