

COURSE OUTLINE AND LEARNING OBJECTIVES

Title: The \$2,000 Minute: Increasing Your RX Capture Rate

Course Description:

Our patients have an ever-growing amount of choices regarding where and from whom they get their eyecare and eyewear. Statistics show that a growing number of patients are leaving their eye health exam provider with an RX and shopping around for products. In today's competitive environment, it is essential that we pay attention to the reasoning for this trend and strategies to combat it. Learn how to assess and retool for the critical moments of truth that can increase your RX capture rate, assure patient satisfaction and grow profits.

Course Length: 2 hours

Course Level: 1

Course Classification: general optical

Intended Audience: Opticians, Optometrists, technicians, practice managers, business owners

Teaching methods: lecture, discussion, exercise

Learning outcomes:

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

1. Describe an evaluation process to assess current capture rate and identify where lost RX's are going and why.
2. Prepare a plan to professionally recommend eyewear solutions in the exam room, document, and reinforce them verbally and in written form to the patient
3. Describe methods to transfer the patient and the authority to the Optician.
4. Assess their current physical image, layout, patient flow, and inventory positioning and, identify weaknesses and apply strategies to increase RX capture rate by fine tuning each of these components of their practice.
5. List three ways to increase their RX capture rate.
6. Design a measurement system to track capture rates, set goals and monitor progress and dispensary revenue growth

COURSE OUTLINE

Introduction & Overview of Learning outcomes

1. **(Discussion) Pre training capture rate review**
 - **Where are you now?**
 - **Where do you think you need to be? Is it realistic**
 - Evaluating your capture rate
 - Know your numbers: Benchmarking exercise
 - Document, measure, compare, set strategy & goals
 - Communicate internally
 - Facts and figures on average capture rate
 - Private practice vs. retail
 - Benefits of keeping your RX's in house
 - More control over patients quality of vision care
 - One stop eyecare: increased patient satisfaction
 - Increased profits from product sales combat Managed care reduced fee for service

- (Exercise) Where are the lost RX's?**
- You tell me?

- (Discussion) Identify the reason for Rx's that walk**
- Do you know...Are you sure....Ask them!
 - Competition
 - Price, service, selection, other
 - Solution: Uniqueness
 - Perception
 - Price, service, selection, other
 - Solution: Image ,inventory, and service assessment and “rebranding”
 - Insurance
 - “I can’t get my eyewear here”
 - Solution: Scripting
 - Physical layout
 - Solution: Reconfiguration and transfer techniques
 - Internal marketing approach
 - Solution: Focused communication processes

2. **(Lecture) The Role of the Doctor**

- Doctor recommendations + Proper Patient Transfer Techniques = increased capture rate
 - Do you use a needs assessment or RX checklist
 - Prescription vs. recommendation?
 - Education begins in the chair: Leveraging the “Power of the Coat”
 - What does the expert think is best?
 - Ask the “girl”
 - Better care...More professional
 - Assured patient satisfaction...more control over solutions through recommendations
 - Scripting: Do you take an apathetic or compassionate approach?
 - Can they afford it?
 - or
 - Do they deserve it?
 - Avoid price issues

What are you saying ... What are they hearing?
 Good News... Better News

- Creating a “permission to purchase” mindset

- The patient transfer process:
 - Summarize
 - Document
 - Escort patient to dispensary
 - Endorse capabilities of Optician
 - Introduce patient
 - Review recommendations

(Exercise) How does the transfer occur in your practice?

What about HIPPA?

What can you do or change to increase capture?

What are some other methods of transfer will keep the RX from “walking”?

3. (Lecture) The Staff’s role

- Promote and provide quality products and personalized service
 - Be the “Eyewear expert”...build relationships
 - Maintain control in the Dispensary
 - Expect some resistance (Competition/Insurance)
 - Price, service, selection
 - Have approach and responses prepared

Show it off any chance you get! Tell, Show, Tell

- Stay up to date regarding *all* new products
 - GET EXCITED!
- Wear stylish eyewear
Create eye catching displays in strategic areas

Use all patient points of contact to promote

Phone scripts to highlight “new”
Appointment setting opportunity to market
Recall cards
Newsletters
Repairs and adjustments
Contact lens patients

(Exercise) List additional ways staff can assist in increasing the capture rate

3. (Lecture) Assessing your physical appearance, patient flow and layout

Does your “waiting room” work for you or against you?

Location in relationship to Dispensary
Image and perception

(Discussion)

The Moment of Truth

Do you send them out through the gift shop?
Is your dispensary updated?
Is it merchandised to showcase eyewear as both fashion and technology?
Is the product organized in a user friendly manner?
What types of “wow” technology do you use to draw excitement to the purchasing process?

Do you regularly assess the inventory and align it to meet patients needs?

Would you buy your eyewear there?

Do you solicit feedback?

How, when?

Price, service, selection, other

Do you promote your dispensary?

In what ways?

Internally

Externally

4. **Summary: Review of content**

(Exercise) Goal setting: Measurement & Tracking options

- Action planning & Commitment phase
 - What steps will you need to take to achieve these goals?
 - What rewards will you get for achieving this?

Q & A Session