

Your Practice Through the Patient's Eyes- Getting ready for your Close-up

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Vision/Mission/Philosophy

- Do you have written statements?
- Do those statements reflect your standard for customer service?
- How do you convey that message to your patients?

Spreading the Word

Post your stated standard for customer service:

- Website
- New patient information packets
(Welcome to our practice)
- Message on hold
- Posted in your reception area, exam rooms, surgical suite, etc., your choice.

Substance And Visual Impact For Your Print And Online Material

- Print ads and listings (on-line, yellow pages, etc.
- New patient information by mail, fax or the internet, including:
 - “Welcome to our practice” (including date, time and provider).
 - Financial policies.
 - Patient registration form.

Substance And Visual Impact For Your Print And Online Material (cont.)

- Medical history form.
- HIPPA consent form.
- Signature on file form.
- A map!!!
- Practice brochure.
- Cosmetic and elective services brochure.
- Customized screen savers throughout office.
- Newsletter.

Substance

- Revisit your current print material.
- Reproof your current print material.
- Ask yourself:
 1. Is it accurate?
 2. Clear?
 3. Too much or too little?
 4. Current?
 5. Concise?

Visual Impact

After reviewing, revising, reworking, retooling, etc., our print material, we have to ask the question...

Will They Find Us Attractive?

O.K., here we go into a totally subjective area - the “Beauty is in the Eye of the Beholder area.”

- Ask yourself (and others):
 - How do we look?
 - Look around at print and graphics material from any and all other sources.
 - Steal from the best.

...Attractive (continued)

- Is your logo distinctive? Dated?
- Is your total design clean and uncluttered?
- Does the design draw focus appropriately?
- Look at it from all angles. Does it still work?

The Makeover

- Assign a designer (in-house or outside).
- State your concept and visual requirements.
- Mock up and proof your copy.
- Mock up and tweak your design.
- Mock up and do it again until you get it right!
- Get it reviewed on all levels.

The Website

This is a great technology. Keep up with it. Websites can become historical documents very quickly.

- First, can you be found?
- Are you an attractive attention grabber?
- If you list personnel, is your listing current?
- Products and services, same thing.

THE CHALLENGE

Put yourself in a pair of patient shoes and walk yourself through the entire experience, reviewing and noting the interaction between the you and that dermatology office from “How did you hear about the practice?” to the final account statement.

Choosing A Dermatology Practice

- Yellow pages
- Website
- Referral from:
 - Physician
 - Friend
- By reputation

Calling for an Appointment

- Did a person answer your phone call promptly?
- If not, was there an easily navigated automated attendant easily navigable?
- When you finally got to a person, was that person friendly, informed and helpful? Did they actively listen?
- If the wait time for an appointment was long were you given the option of being put on a waiting list

Getting to the Office

- Was a map available to you?
- If you called for directions, were those instructions clear?
- When you approached the office, was the signage clear?
- Were you able to park?

When You Stepped Through The Door...

- FIRST IMPRESSIONS...
- Did you walk into a clean, uncluttered office?
How did it look?
- When you stepped up to the reception desk, were you immediately acknowledged by a look, a smile and a friendly greeting?
- If you had to wait, was the seating comfortable?
- Was there available reading material, video and brochures of available services?

Stepping...(continued)

- Were the magazines in the waiting room current and varied?
- How did it sound?
 - If there was music, was it pleasant or irritating?
 - Did you learn things about other patients through staff?
 - Did you learn things about staff?
- How did it smell?
 - Is it a restaurant, movie theater, or locker room?
- How did it feel? Too warm or too cold?

On Time?

- If not, did they have the courtesy to let you know there would be a wait when you checked in?
- Were you updated?
- If you were unable to wait, were you offered the option of rescheduling at a time that would best meet your needs?

The Exam

- When called back to clinical area, were you treated with respect by a group of people who understood that your concerns were their utmost priority?
- Did everyone listen to you?
- Were you rushed?
- Were instructions regarding your care made clear to you?
- Did clinical staff inspire trust?

Check Out

- Again, were you met by someone who cares (friendly, compassionate, knowledgeable, patient, etc.)?
- Did that person reiterate financial policies to help you better understand your financial responsibility?
- Did you feel that you had the privacy to discuss financial matters?
- Did that person ask you about follow-up?
- Were all your questions answered?

The Statement

- Assuming you had a cost share after your insurance claim was processed, did you get a statement that you could understand. Was that statement timely following the insurance payment.
- If your statement was not clear, were you able to contact the practice, and get a satisfactory explanation?
- Were methods of payment convenient?

Tools for Success

- Scripts for a common, courteous language.
- Satisfaction surveys.

***THE SECRET
SHOPPER!***

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