

# Outline: Patient Buying Behaviors

1 hour

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This course helps eye care professionals understand what truly drives patient purchasing behavior—beyond price. Participants will explore emotional and rational decision factors across generations, learn how trust, perceived value, and experience shape choices, and gain tools to adapt communication and overcome sales bias. By focusing on authentic engagement and post-purchase connection, staff will strengthen loyalty and long-term satisfaction. Patients don't just buy products—they buy experiences and trust.

## Introduction

- Title: *Patient Buying Behaviors*
- **Purpose:**
  - To help eye care professionals understand what truly drives patient purchasing behavior—beyond just price.
  - To identify emotional and rational factors influencing decisions across generations.
  - To recognize the role of trust, perceived value, and experience.
  - To equip staff with practical tools to overcome barriers, adapt communication, and avoid sales bias.
  - To strengthen post-purchase engagement and loyalty.
  - **Key Message:** Patients don't just buy products—they buy experiences and trust.

## Outline:

### Section I: Why We Buy (5 minutes)

#### Emotional vs. Rational Decisions

- Patients buy with emotions first, then justify with logic.

- Practices that connect emotionally (confidence, security, excitement) are more successful than those focusing only on features.

### **Three Core Drivers of Buying**

1. **Urgency** – Patients act when there’s a compelling reason (limited-time offers, seasonal promotions).
2. **Trust** – A strong relationship with the professional reduces hesitation.
3. **Social Proof** – Patients are influenced by peers, testimonials, and what they see others wearing.

### **Value vs. Price**

- Patients vote with their dollars—spending where they feel understood and respected.
- Practices should emphasize perceived value (Quality, Service, Convenience, Need) instead of competing solely on price.

## **Section II: Generational Buying Differences (15 minutes)**

- Different generations interpret value, trust, and communication differently.
- Tailoring conversations improves outcomes and builds loyalty.

### **Baby Boomers (1946–1964)**

- Traits: Loyal, quality-focused, prefer in-person service.
- Motivators: Trust in expertise, product reliability, warranty reassurance.
- Best Practices: Printed brochures, patient communication, emphasis on longevity of products.

### **Generation X (1965–1980)**

- Traits: Independent, skeptical, research-heavy.
- Motivators: Transparency, convenience, efficiency.
- Best Practices: Comparison charts, clear ROI, flexible payment options.

### **Millennials (1981–1996)**

- Traits: Tech-savvy, socially influenced, value-driven.
- Motivators: Peer reviews, alignment with values, loyalty rewards.

- Best Practices: Strong online presence, personalized messaging, storytelling that connects brand values.

### **Generation Z (1997–2012)**

- Traits: Mobile-first, quick decision-makers, influenced by peers online.
- Motivators: Urgency, customization, social visibility.
- Best Practices: Use TikTok/Instagram for product visibility, instant purchase options, gamified loyalty programs.

### **Generational Comparison Summary**

- Visual matrix: Traits, motivators, best practices side by side.
- Reinforce: One size does not fit all.

## **Section III: Office Buying Behavior Patterns (15 minutes)**

### **Omni-Channel Experience**

- Younger patients expect seamless online-to-office integration.
- Example: Browsing frames online → saved in chart → staff aware and prepared.
- Builds consistency and trust across all touchpoints.

### **Technology to Support Sales**

- Transparency in pricing increases patient confidence.
- Restaurant menu analogy—patients expect clarity, not hidden fees.
- Tools: digital catalogs, automated texts, CRM reminders.

### **Overcoming Buying Barriers**

- Common objection: *“I’ll think about it.”*
- Best practices: Reframe as reassurance (e.g., “What concerns can I clarify now?”).
- Generational shifts:
  - Boomers: want reassurance and personal trust.
  - Gen X: want facts and comparisons.
  - Millennials/Gen Z: want quick follow-up via digital communication.
- Staffing Bias: Recognize personal assumptions that may create barriers (e.g., assuming younger patients won’t spend).

## Section IV: Post-Purchase Engagement (10 minutes)

### Clinic Comebacks

- Examples: Specialized treatment programs (Dry Eye, Myopia Managements, Aesthetics, custom eyewear).
- Helps position medical expertise and long-term care.

### Optical Comebacks

- Multiple pairs, contact lenses, upgrades in technology.
- Staff should position these as lifestyle solutions, not upsells.

### Loyalty Programs & Reactivation

- Tailor follow-up by generation:
  - Boomers: Phone call or mailed reminder.
  - Gen X: Email with product highlights.
  - Millennials: Text/email offers tied to values.
  - Gen Z: Social media discounts, online engagement.
- Borrow best practices outside of eyecare (wine clubs, subscription boxes).

## Section V: Communication Skills (10 minutes)

### Active Listening

- **Be Fully Present** – Give your attention and maintain eye contact.
- **Ask Open Questions** – Encourage patients to share their needs and preferences.
- **Reflect & Paraphrase** – Summarize what they say to show understanding.
- **Show Empathy** – Acknowledge feelings and concerns.
- **Summarize & Confirm** – Recap key points to ensure clarity and alignment.
- Builds empathy and reveals unspoken motivators.

### Generational Shifts in Conversation

- Boomers: “Here’s why this will last and serve you well.”
- Gen X: “Here’s how this compares to other options you may be considering.”
- Millennials: “Here’s how this aligns with your lifestyle and values.”

- Gen Z: “Here’s how you can customize and share your look online.”

## **Section VI: Key Takeaways, Call to Action, Q&A (5 minutes)**

### **Focus Beyond Price**

- Patients value trust, experience, and personalization more than cost.
- Tailoring the experience by generation strengthens loyalty and long-term revenue.

### **Call to Action**

- Encourage staff to:
  - Build trust through active listening.
  - Use technology to create seamless experiences.
  - Personalize patient communication by generation.
- Closing Line: *“Patients don’t just buy products—they buy experiences and trust.”*
- Q&A / Discussion