

## First Impressions: Creating an Awesome Patient Experience – 1 hour

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1 hour

### Course Description:

Patients value a practice based on the first impression that is made within seconds. Practices need to consider, train and execute on strategies that make the first impressions the best they can be. Creativity to deliver an awesome patient experience throughout the patient's journey through the practice. Having a patient experience that differentiates a practice will create an impression for patients that they will share with others.

### Learning Objectives:

1. Identify the components that define a first impression.
2. Understand generational differences in the patient's perception of a great first impression
3. Recognize strategies which maximize the practices impressions in all areas of the practice.

### Outline:

- I. What are the components of a first impression?
  - A. Components of the first impression **(10 minutes)**
    1. Caring
    2. Attentiveness
    3. Knowledge
    4. Understanding of needs
      - a) Why did the patient come to you?
    5. Patient Communication
  - B. Patients perception **(5 minutes)**
    1. Of no difference
    2. When lack of great experience
      - b) in the absence of differentiation, a patient will see no differential
    4. A patient / consumer
      - a) who indicates a desire to do business with...
        - i. a practice that delivers a great experience

- ii. a practice that meets the patients' needs

II. Evaluation of the Patient Journey to create a great first impression **(10 minutes)**

- A. Identify areas that a first impression is made
  - 1. Practice Areas
  - 2. Staff connections
  - 3. Social Media
- B. Consider strategies to increase the first impression

II. Teamwork strategies **(5 minutes)**

- A. First connection
- B. Cross Training - for increased first impression
- C. Hand offs - for increased patient experience
- D. Follow up - for increased patient journey

III. Training for increased patient experience **(10 minutes)**

- A. Team Leaders to cross train staff
- B. Required course work
- C. Outside training
  - a. for patient perception
  - b. increased patient experience

IV. Creative thinking for patient journey experience **(10 minutes)**

- A. Practice areas
  - a. Tech
  - b. Front
  - c. Optical
- B. Discussions on
  - a. creative methods
  - b. delivering higher quality patient experiences
- C. Fun patient experiences in the practice
- D. Engagement
  - a. by the patient
  - b. to reiterate patient journey
  - c. to create patient experience

V. Social Media **(5 minutes)**

- A. Practice communication on what a patient will experience
- B. Patient communication with the practice so others will see

VI. Q&A / Discussion **(5 minutes)**