



CONTINUING  
EDUCATION & TRAINING

# **Patient Retention**

**A Modern Approach to Building a  
Successful Practice**

**C-73737**



CONTINUING  
EDUCATION & TRAINING

**The Optical market is a competitive place. Not only do we have to compete with each other, we also have to contend with online dispensing sites and bargain outlets.**

**Patients have more choice than ever so keeping hold of the ones you have is essential if you want to grow your practice.**



CONTINUING  
EDUCATION & TRAINING

**This workshop is designed to help you think about what is important to your patients, and therefore your business, and discuss the ways in which you can make sure they keep coming back.**



CONTINUING  
EDUCATION & TRAINING

**The first section is all about “Identity” - What kind of practice do you want to be?**

**The first stage to building any successful business is understanding what your customers want and ultimately how you want to present your identity.**

**In your groups discuss the following points...**



CONTINUING  
EDUCATION & TRAINING

- **Patient demographic - who are your patients and how does that affect what products and services you offer?**
- **What is important to your patients? What do they expect and want from you? What are their wants and needs and how do you cater for each?**
- **How do you attract new business? What methods do you use to advertise your practice and how effective are they?**
- **What can make you stand out?**



CONTINUING  
EDUCATION & TRAINING

**Negative Outcomes:** In any customer/patient facing business there are always challenges and opportunities. Things can go wrong at any stage of the patient journey so it is important to understand where potential problems can arise and how to prevent them.

The patient journey starts before they even enter the practice and can often begin from the first point of engagement they have with your practice, so having an in depth understanding of the whole journey is crucial.

**In your groups discuss...**



CONTINUING  
EDUCATION & TRAINING

- **What factors can cause a patient to become unhappy with the practice/service?**
- **Consider the patient journey and at what stages incidents can arise which may cause a complaint or issue in practice**
- **How do you overcome these problems and what steps do you take to remedy them?**



CONTINUING  
EDUCATION & TRAINING

**Patient Retention: There are numerous things we can do to drive new business but this can often lead to a one off sale. A few hundred pounds in the till from a patient is great but what we really want is for that patient to come back again and again and tell their family and friends all about you and your practice.**

**As important as getting a new patient is, keeping a patient is what sustains a successful practice.**

**In your groups discuss the following...**





CONTINUING  
EDUCATION & TRAINING

- **What effective methods of patient retention could you implement?**
- **What kind of services and products could this entail?**
- **If there are extra products and services how would you charge for them?**
- **Recall - how effective is your recall process and how do you monitor it?**



[www.icetuk.com](http://www.icetuk.com)