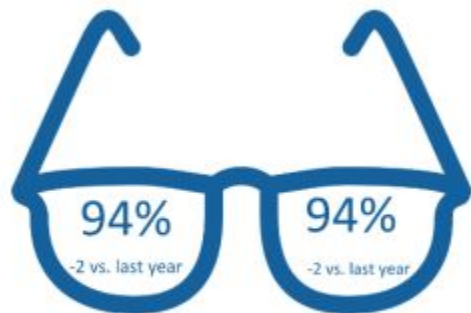


# Patient Retention - What Keeps Them Coming Back?

## C-104698

**bondeye**<sup>®</sup>  
*The home of over 3,000 optical products*

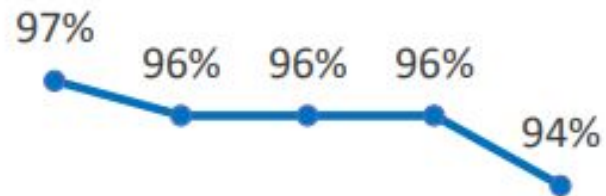
# Why patient retention matters....



Were satisfied with optometrist during their last sight test

Were satisfied with their last opticians visit overall

## Satisfaction over time



## Discussion Points:

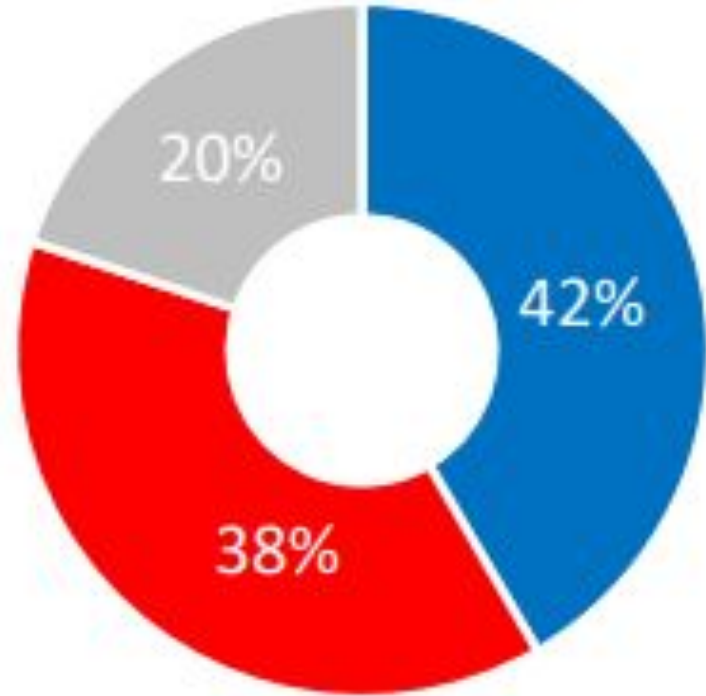
- What does the word “satisfaction” mean to you?
- What are the key drivers of satisfaction?



# Is “satisfaction” enough?

# Why patient retention matters....

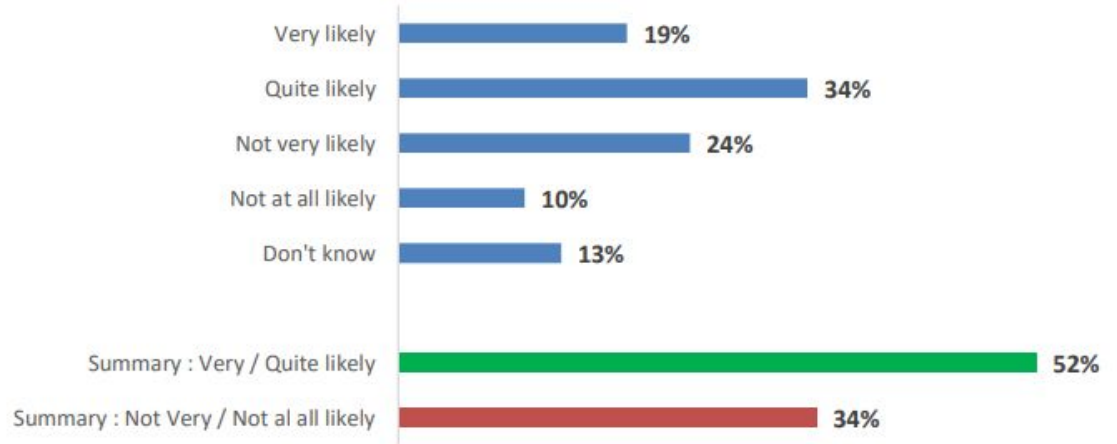
As with other areas of life, advanced technology and artificial intelligence are being used more and more to deliver healthcare. The use of these is starting to revolutionise the work of optometrists and dispensing opticians. Some opticians / optometrist practices are offering to carry out part of a patient's sight test / eye examination remotely (e.g., testing vision on a computer/smart phone in their own home). If this option was available when you next needed your sight test / eye examination would you consider using it?



- Yes
- No
- Don't know

# Why patient retention matters....

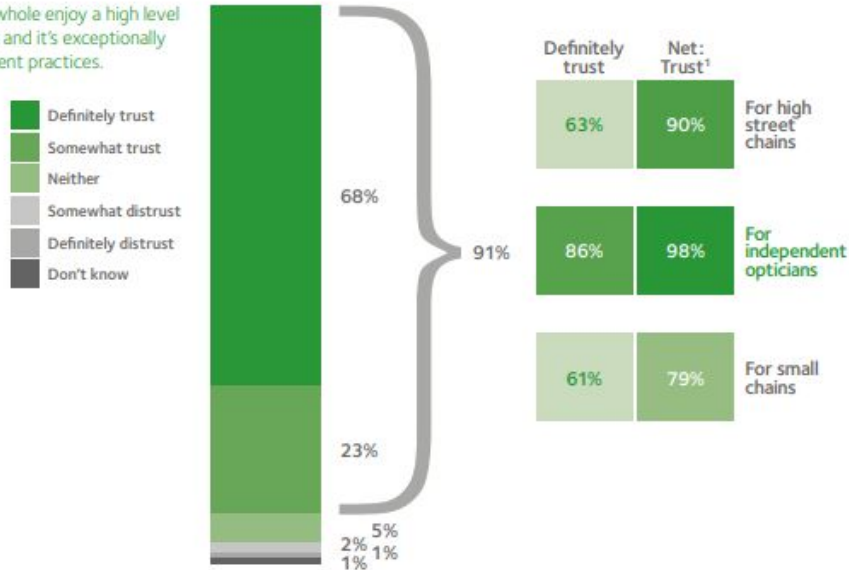
In the future, it might be possible for a computer to be able to diagnose an eye condition (such as glaucoma for example) without an optometrist being involved. How likely would you be to choose this service?



# Why patient retention matters....

Trust is a strong indication of customer satisfaction

Opticians on the whole enjoy a high level of customer trust and it's exceptionally high for independent practices.



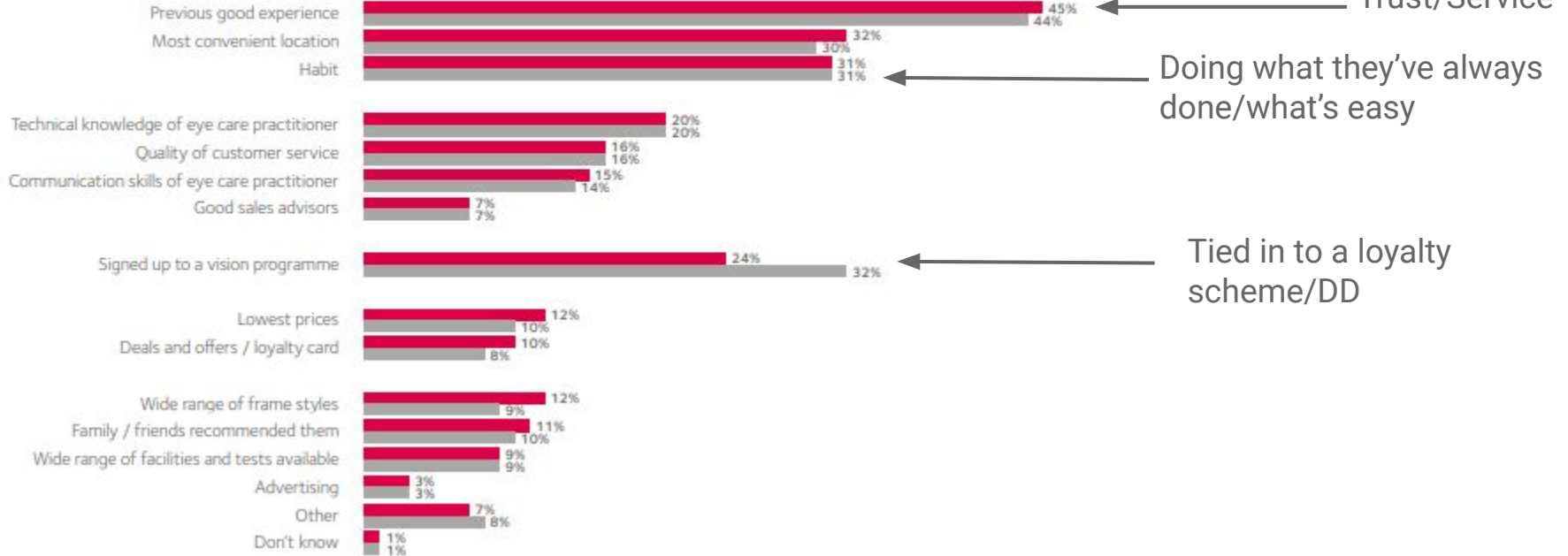
## How satisfied are customers with UK Opticians?

A YouGov report commissioned by CooperVision<sup>®</sup>

For contact lens and spectacle wearers, the customer experience is far more important than price when choosing an optician.

■ Spectacle wearers  
■ Contact lens wearers

### Reasons for choosing their optician



**Are your patients satisfied?  
Do you know why?**

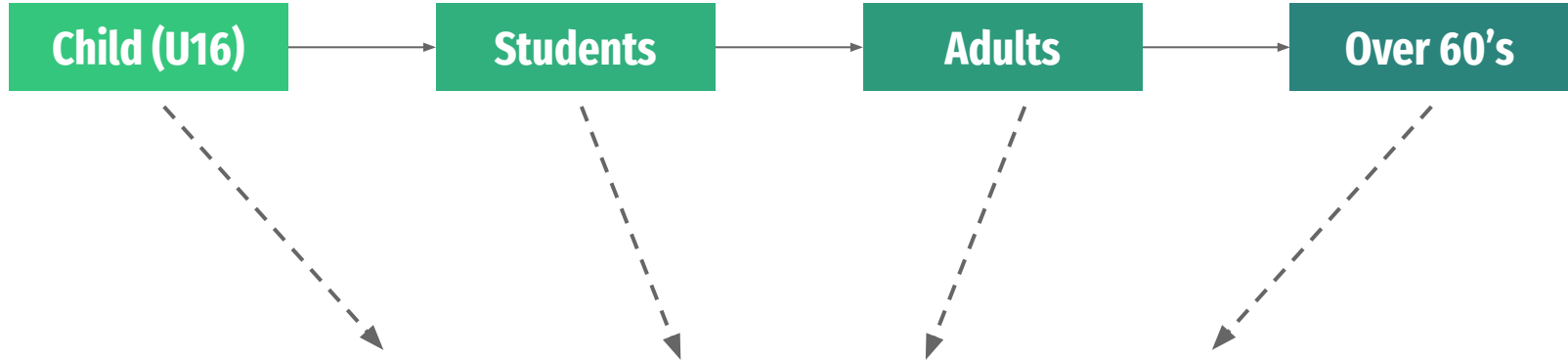
# How do we build trust if we don't know our patients?

Trust: Firm belief in the reliability, truth, or ability of someone or something.

Oxford Dictionary



# Patient Types - What are your demographics?



**What are the key optical milestones in the cycle of each age group?**

# What are the key optical milestones in the cycle of each age group?

Each age range will go through a series of optical and life events that all impact upon their visual needs.

We need to understand their needs from both a clinical and lifestyle perspective so we can recommend the best treatments, products and optical solutions.



# What are the key optical milestones in the cycle of each age group?

**U16**

**1st Test**

**1st Specs**

**1st CLs**

**Myopia Onset**

**Amblyopia**

**Strab treatment**

**17-  
21**

**1st Specs**

**Myopia Onset**

**Dry Eye**

**Digital Eye Strain**

**1st CLs**

**New Practice?**

**22-  
59**

**1st Specs**

**Digital Eye Strain**

**Dry Eye**

**Presbyopia**

**GOS**

**1st PAL**

**1st CLs**

**Diabetes/Glaucoma**

**60+**

**1st DV specs**

**Cataracts**

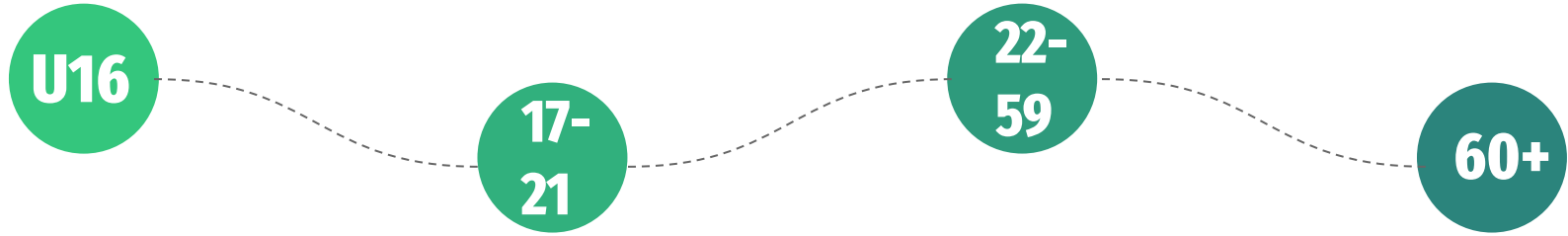
**AMD**

**LVAs/Mags**

**Pathology**

**Dry Eye**

# Why use age to determine the groups?



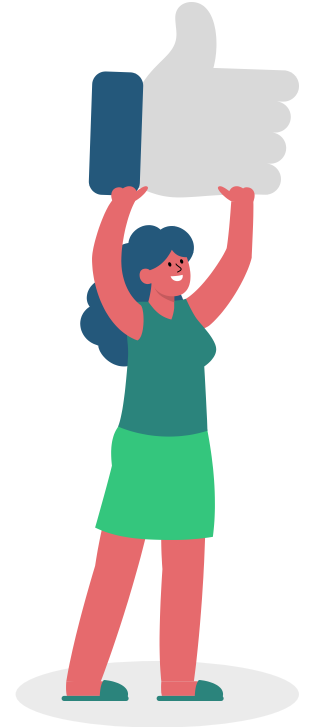
Other demographic identifiers, such as gender, religion, ethnicity, marital status etc can be used but age presents broadly similar life experiences and milestones experienced by all patients.

# What retention opportunities are presented in practice?



## Discussion Points:

- What clinical issues/situations present an opportunity for patient retention?
- Do you recommend specific products as part of your management solution to these issues?
- Do you stock the products you recommend to the patient?



# Eye Health Supplement Survey

4. Do you recommend eye health supplements to your patients? (When clinically necessary - such as AMD or Dry Eye Disease)

[More Details](#)

 Insights

 Yes	94
 No	5
 Sometimes	32

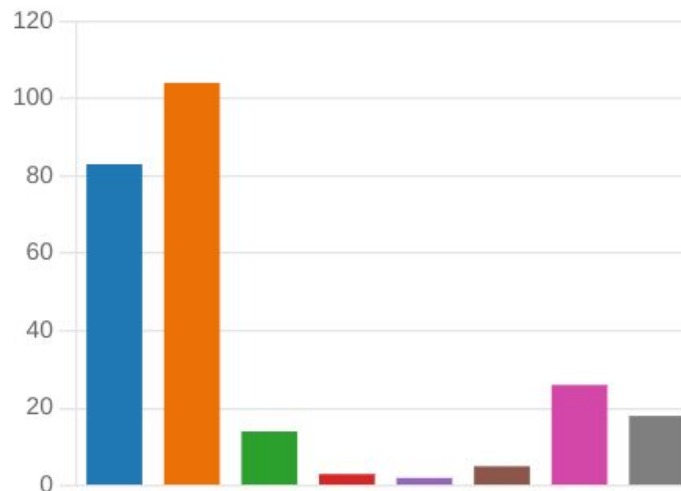


# Eye Health Supplement Survey

## 5. What supplements do you recommend?

[More Details](#)

● Omega 3	83
● Macushield	104
● Nutrof	14
● Actase	3
● Macusave	2
● PreserVision	5
● Systane ICaps	26
● Other	18



# Eye Health Supplement Survey

6. Do you supply or have supplements available for patients to purchase in practice?

[More Details](#)

 Insights

 Yes

81

 No

50





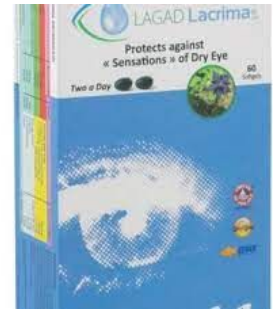
# What Products Provide A Retention Opportunity?

Is there a clinical Need?

Is it a cure?

Do they require repeat sales?

Can the repeat supply be made easily to the patient?

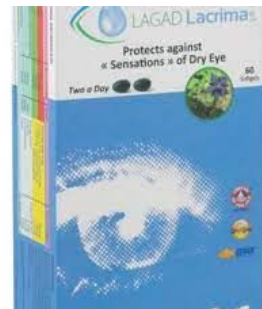


# What Products Provide A Retention Opportunity?

For example: Dry Eye Disease

- Aetiologically Heterogeneous
- Requires continuous management
- One off use of drops/wipes won't resolve issue if other factors still exist

- One off sale won't cure the problem
- Patient won't be satisfied
- Patient will purchase repeat at their convenience



## How do we determine the value of a patient?

- How do you determine how valuable a patient is to your practice?
- What investment does your patient make when they visit your practice?

# Investment vs Purchase

# How do we determine the value of a patient?

**Sight Test Fee: England/Wales: £22.14 Scotland £48.44**

**Cost of Optical Appliances: ?**

- **Supplementary services**
- **Drops/Wipes/Supplements/Accessories**
- **Direct Debit Scheme**
- **Friends & Family recommendations**



# How do we determine the value of a patient?

Sight Test Fee: England/Wales: £22.14 Scotland £48.44

Cost of Optical Appliances: ?

- **Re-test**
- **Remake**
- **Complaints/Bad Reviews**
- **Extra Chair Time**



# Investment vs Purchase

- Patient's don't just invest financially
- Time
- Trust
- Emotion
- Investments change expectation on what you expect in return
- Investments imply long term use



# Summary

- **Be aware of future and current challenges**
- **Understand what the key satisfaction drivers are for your patients**
- **Know your patient and know their value**
- **Look for opportunities to retain**
- **Growth is multifactorial - Retaining what you have is only part of the challenge**
- **Increasing patient numbers is more costly than retaining what you have**
- **Add value to what you already have with proper clinical recommendations and services**