TEN STEPS to the Ultimate LASIK Consultation
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Lisa graduated with a B.S. degree from the University of Wisconsin-Madison with a double major in Marketing and Finance, Investment and Banking. She began her career at Geneva Companies, a global mergers and acquisitions firm in Orange County, California gaining valuable experience while specializing in direct marking management.

Lisa moved on to work as Marketing Director for a full service ophthalmology practice in Southern California for over ten years. She played an instrumental role in growing the refractive side of the practice, implementing internal systems to improve the staff and patient experience, overseeing advertising efforts and ultimately increasing refractive volume to help the practice become one of the busiest LASIK centers in the U.S.

Lisa joined Eyemax (formerly LASIK Advertising Network) in 2007 as Senior Practice Consultant and enjoys utilizing the experience and skills developed while working in an ophthalmology practice. Her clients have benefited from her comprehensive knowledge of the refractive industry and expertise in internal operations, patient experience, on-site consulting, staff training and advertising strategy and implementation. With over 17 years experience specializing in ophthalmology marketing – on both the practice and the agency side – Lisa’s knowledge, dedication and drive have helped her clients achieve real results and growth.

Ten Steps to the Ultimate LASIK Consultation

Streamline your LASIK consultation and fast track your practice to success – we’ll focus on 10 key steps every practice should incorporate into their LASIK consultation process that will lead to an exceptional patient experience and will help your conversions soar:

1. What Happens on the Phones Matters!
   • Button up the phones - don’t make the mistake of overlooking the basics
   • Master the art of conversation - bond, bond, bond!
   • Information gathering and fact finding – it starts here
   • Make the assumption that every caller is shopping around
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• Create perceived value by proactively differentiating your practice
• Rolling out the red carpet for exceptional experience begins now

Make no mistake – patients choose your practice over the competition largely based on their initial experience on the phones!

2. Reminder Protocol – Could Yours Use an Overhaul?

• No show and cancellation rates have direct impact on bottom line
  - Tracking is imperative – identify red flags and address
  - Follow up – don’t let these leads slip into a black hole!
• Assess current reminder system and identify opportunity for improvement
• Use reminder protocol as opportunity to further differentiate your practice from competition
  - What you send makes a strong statement about your practice
  - Incorporate powerful branding messages to influence patient decision and instill confidence
• Go above and beyond - utilize your staff to make a real & memorable impact
• Implement structured and consistent protocol
  - Email
  - Postcard
  - Phone Call
  - Text Reminder

A streamlined system for follow up not only helps ensure low no show rates but provides invaluable opportunity to brand your practice, instill confidence and solidify in the patients’ minds that they’re making the right choice.

3. Does Your Practice Live up to its Promises?

• Take a good look at your practice with FRESH eyes
• Ensure that the patients’ perception of your practice matches your branding efforts perfectly
  - Does your practice scream “We’re the premier leading LASIK provider”?
  - All practice aesthetics - from curb appeal, reception, exam lanes, signage, collateral - should reflect cohesive branding message
• Go the extra mile with unexpected touches that will impact conversions
  - Personal patient concierge
  - Reception perks
  - Consultation Welcome Kit
  - Consultation road map

Assessing your practice aesthetics with fresh eyes will provide you with opportunities to make improvements leading to the exceptional experience that elective patients expect.

4. Consultation Flow – Streamline for Success

• Time is valuable – yours and the patient’s – manage it wisely
• Assess current consultation flow and streamline accordingly
  - Testing process – technicians and O.D.’s
  - Patient education and counselor interaction
  - M.D. experience
  - Closing

A logical, well planned sequence of events will save time, eliminate redundancy, effectively use surgeon’s time and keep the patient moving in the right direction.
5. Effective, Meaningful Staff Interaction - Make it a Team Approach

- Step it up a notch - Technician and O.D. interaction can make a powerful impact
  - Do not overlook the importance of taking the time and effort to make it personal
  - Explain every step of the process, share results of each test
  - Engage the patient, let them talk and make note!

  - Counselor interaction
    - Patient Education tailored to suit each individual patient
    - Master the art of good conversation – it’s a two way street
    - Thoroughly uncover objections and successfully overcome
    - Discover motivations and capitalize on them

- Collaborative team approach to communication

6. Collateral & Patient Education Tools

- Assess your practice collateral and patient education materials
  - All collateral should tie cohesively together with your practice I.D.
  - Continuity is important for a polished, professional presentation that will make a strong impact on your patients
  - What does your practice have that no competitor ever will? Your surgeon. Capitalize on this by making sure your collateral and patient education materials heavily brand your surgeon!

- Utilize technology to make the in–office education process modern and exciting
- Patient education doesn't stop at the consult!
  - What you give to patients will directly affect other decision makers
  - Arm them with materials that portray your practice in the best possible light

Heavily branded collateral and patient education tools are an important part of an effective LASIK consultation – these materials directly impact the patients' perception of your practice, and can cement in their minds the fact that they've made the right choice for LASIK.

7. Presentation of the Price – Make it a Science!

- Timing is everything!
- Price presentation should be a formal, streamlined part of the consultation process
  - Utilize branded price presentation materials – reinforce perceived value created during the consultation by reviewing important branding points
  - Incorporate promotion, insurance or other discounts
  - Affordability, perspective and options
  - Create a sense of urgency
- Package into powerful, tangible piece they can take with them

Streamlining your price presentation so you’ve got it down to an exact science has the potential to directly impact your conversions.
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8. Interaction With the Surgeon – Minutes to Make an Impact

- Minimize chair time, maximize impact
- Instill confidence, reconfirm candidacy, provide psychological reassurance
- Create lasting personal bond in seconds with the help of collaborative efforts and communication with LASIK team

It goes without saying that our surgeon’s time is valuable. Use this time wisely and a brief, meaningful interaction between the patient and your M.D. will help skyrocket your conversion rates. A streamlined consultation process, combined with collaborative communication, will allow these precious minutes to be used wisely for a real and lasting impact.

9. The Infamous Close

- You’ve accomplished the following:
  - You’re 100% confident that a genuine bond has been established with the patient
  - You’ve uncovered key objections and are confident that they’ve been effectively addressed
  - You’ve discovered the patient’s motivations for wanting LASIK and have used throughout the conversation – circle back and utilize again
  - You’ve differentiated your practice from the competition effectively
  - You’ve created value

- Avoid open-ended questions
- Narrow time frame by creating urgency
- Get them scheduled, congratulate the patient and send them off with unmistakable excitement!

10. Follow Up – Make it Personal

- Every patient should receive a personal patient follow-up from counselor
  - Include business card with direct dial
  - Include counselor email address
  - Cell phone preferable – may patients will reach out via text
- Go the extra mile with personal touch

Personalized follow up can be an unexpected touch that sends the message that your practice goes above and beyond in terms of exceptional patient care and customer service.