10 Tips to Improve Patient Satisfaction

1. **Under-promise and over-deliver on delivery time.**
   - A specific estimated date and time is preferable to “sometime next week.”
   - A system should be in place to monitor the daily status of jobs so delays can be addressed.
   - If the actual delivery date will be different than the anticipated date, notify the patient promptly.

2. **Use a scripted explanation of why glasses are not delivered in one hour.**
   - Explain the benefits of using an outside lab to produce eyewear, which utilizes higher-quality materials, more customized lens designs, and precise, computerized production technologies.

3. **Reiterate the benefits of the lenses when patients receive them.**
   - After a week or more after placing the order, patients may have forgotten the particular benefits of what they purchased.
   - Complimenting their choice will make patients feel justified and will remove any lingering buyer’s remorse.

4. **Remove any lab markings and lab labels from glasses before they are delivered to patients.**
   - Handling glasses like fine jewelry will reinforce the perception that they are custom-made and of high value.

5. **Provide usage, care, and handling instructions.**
   - This will reduce the possibility of patient dissatisfaction with new eyewear.
   - Lens cleaner and a microfiber cloth is an appreciated gift-with-purchase.
6. Promise 100% satisfaction.
   • Very few patients will abuse this guarantee, but it provides reassurance for patients and incentivizes repeat purchases at the same place.
   • First offer to remake the lenses, then, if that is not satisfactory, issue full refunds on purchases made within the last 30 days.
   • Adjust your markup to cover the cost of returns to maintain profitability while improving patients’ service perception.

7. Respond empathetically to patient complaints.
   • Respond compassionately and quickly.
   • Maintain eye contact, listen carefully, and do not interrupt the patient.
   • Thoroughly evaluate the Rx to make sure everything is correct before encouraging the patient to keep trying.
   • Apologize. Even if no mistake was made, apologize for the inconvenience.

8. Train staff to eliminate incorrect measurements and lens specifications.
   • Go to www.ecpuniversity.com for staff training content.

9. Call buyers of new lenses one week after delivery to determine satisfaction.
   • This sends a strong message that patient satisfaction is important to the practice.

    • Provide patients with a stamped, addressed postcard to complete and send to the practice.
    • Leave space for comments and suggestions.