

# 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](http://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.

## **10. Conduct ongoing patient satisfaction surveys.**

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