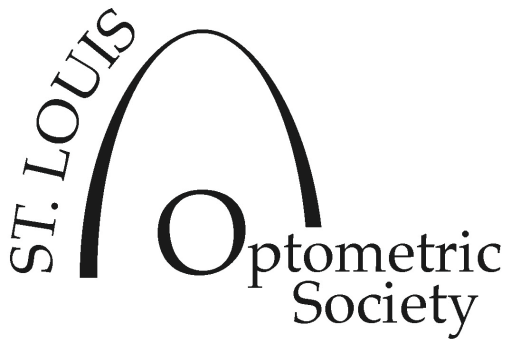




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Bulletin

NEXT MEETING

April 12, 2022

April Meeting:

Back at the Marriot West

A ZOOM option is available

April 12, 2022

6:00 PM Dinner

7:00 PM Business meeting

Cataract Surgery:

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Presented by: **Geoffrey Hill, MD**

RSVP to Paula slos@mailcan.com
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Thank you

Johnson and Johnson Vision

Angie O'Neil

What Would Disney Do if They Ran Your Clinic: 9 ½ Things They Would Do Differently

Presented by: Mike Stock, MD

Submitted by: Nick Castellano, OD, FAAO

Rule number 1: The patient's perceptions of care would be more important than the actual care they get. Creating a great experience in your clinic is the most desirable aspect of a patient's visit. We all feel that good clinical outcomes are the most important thing for a patient to be happy, but that isn't the case. The perception you create in the patient's mind is most important.

Rule number 2: Make courtesy more important than efficiency.

What are the top drivers of patient satisfaction?

1. Staff anticipated your needs.
2. Staff worked together as a team.
3. Staff responded with care and compassion.
4. Staff advised you if there were going to be delays.
5. Nurses explanation of medications, procedures, and routines.
6. Nurses responded to your needs. To improve, you should focus on team responsibility and personal responsibilities, map and study processes, understand process variation and patient perceptions, improve staff competence and skills and improve staff behavior and attitudes, stress what people should be doing and saying, seek measurable results and to surprise and delight, "zero defects" thinking and best possible thinking, and eliminate carelessness and avoidance.

Disney has a hierarchy of 4 values in this order: safety, courtesy, show, efficiency. This hierarchy is a perfect example of what a medical office should be modeled after. For us, safety comes in our outcomes, and getting good outcomes. However, patients expect good outcomes, so you aren't going to "wow" a patient with good outcomes alone. Courtesy must come before efficiency in the hierarchy, because if you emphasize efficiency there will inevitably be a lack of courtesy and sensitivity towards the patient.



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#####Continue on Next Page#####



#####Continued from Last Page#####

Rules number 3: Patient satisfaction is fool's gold. Customer loyalty is the only protection you have against serious competition. A four-star review is 4-6x more likely to leave your practice than a five-star review!

Rule number 4: Measure to Impress. It takes one memorable moment during an exam to completely change a patient's perception. Find that one thing you can do to "wow" your patients. One example is calling patients after their visit to check in and see how they are doing.

Rule number 5: Decentralize authority to say yes. Allow your front line to step in and make decisions to save situations on the spot, rather than leaving the situation and finding someone else to resolve it. Resolving the problem quicker helps to end the issue before it ruins the patient's experience. Additionally, always apologize for long wait times. Offer a consolation in addition to the apology. This turns a bad experience into a good experience.

Rule number 6: Change the concept of work from service to theater. Patients can't understand the things they do not know. It is our job to help them understand and make them feel comfortable through engaged personal interactions. Hire a good "cast" for your office. Your team creates the show, and if you have any bad employees the show fails.

Following these several rules will make your practice stand out amongst the crowd. Showing patients and customers that you care about your customer service will help your practice grow to its highest potential.



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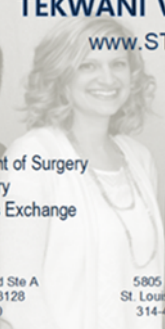
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MOA Report

Jenna Osseck, O.D. and

Jason Riley, O.D.

MOA Report:

* The MOA has decided to sell their building in Jefferson City, but will rent a space within the building for the central office to operate and continue MOA daily functions. Currently, the 100+ year old building requires continual maintenance, needs major expenditure for updates, would require a building manager, is a significant liability, and does not fit the MOA mission. Anyone with questions or concerns can contact the MOA President, Kory Scullaw (drkory@myvisionclinic.com).

* Upcoming MOA events:

- * MOA Leadership Retreat: June 3-4, 2022 in St. Louis
 - * Leadership event will be Top Golf
 - * Jurisprudence CE hour will also be provided at the Leadership Retreat



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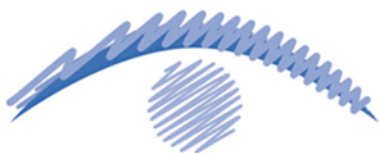


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UPCOMING EVENT

NEXT MEETING

April 12

6:00 pm Dinner

Sponsor: Allergan

APRIL 9, 2022 (SATURDAY)

8:00 am – 12:30 pm

8th Annual Spring Retina Update

Will be held in a virtual format

To register for this event, copy and paste this link

<https://tri-stl.us2.list-manage.com/track/click?u=1ec850054a78da261a28fae7e&id=e4d1c06839&e=7b2490a229>

June 14, 2022

SLOS Annual Banquet

This years banquet is back on the Calendar and will be held at

LaVerona on the Hill.

Please Join us for this special evening.

More information to follow.



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