

The Tech, Tips and Tools You Need to be Efficient and Effective



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Course Description

Tremendous advances in technology can help you improve the efficiency of your practice. Don't miss this course as we talk about how you can incorporate some of these technologies in to your business and allow you to work more efficiently and how that transfers to your bottom line.

Course Length 1 Hr

COPE # PENDING: -GO

Audience: General Optometry

Speaker Disclosure

In the last 24 months I have received compensation in some fashion from the following entities for the stated reasons.

CONSULTANT/ADVISORY BOARD: Allergan, Bausch & Lomb, Essilor, GPN, MARCO

SPEAKER/EDUCATOR: Alcon, Allergan, Essilor, MARCO,

AUTHOR/EDITOR: Optometric Management, Chief Optometric Editor

COMPANY OWNERSHIP: Morris Education & Consulting Associates, Eye Consultants of Colorado, 4ECP's

Course Objectives

1. Identify common efficiency and effectivity ratios
2. Discuss the applications of various clinical diagnostic equipment
3. Gain an understanding of more sophisticated marketing tools
4. Understand the various ways to utilize technology to improve patient education
5. Discuss how clinical efficiency changes the consumer experience
6. Discuss the process of scripting to enhance efficiency and efficacy

- I. The Efficiency Philosophy (5 min)
 - A. How Busy are you really?
 - B. Determining your Efficiency Ratio
 - C. Why is efficiency important to patient Care
- II. How to Fix your efficiency (10 min)
 - A. Workflow Analysis
 - 1. Identification
 - 2. The workflow process
 - 3. Realistic Timelines
 - 4. Process Review
 - 5. How to use workflow to improve efficiency
 - 6. Change
 - B. Procedural Analysis
 - 1. Reception Area
 - 2. Pre-Test
 - 3. Doctor
 - 4. Optical
 - 5. Contact Lens
 - 6. Check-out
- III. How Effective are You? (10 min)
 - A. Effectivity Measures
 - 1. Revenue ratios
 - 2. Patient satisfaction surveys
 - B. Communication & Patient Education
 - 1. Identification of current communication status
 - 2. The Telephone Test
 - C. Improving clinical efficacy
 - 1. Workflow
 - 2. Scripts and Protocols

"Take-Home"
Notes

"To Do List"

Abridged Course Notes

3. Staff Training & Delegation

- a) What is Involved?
- b) Your Staff Training Plan
- c) Delegation Pro and Cons

IV. Technology and Innovations (15 min)

A. Reception Area

1. Patient communication and scheduling
2. Patient check-in

B. Pre-Test

1. Diagnostic Testing
2. Dealing with MU requirements

C. Doctor

1. Diagnostic Testing
2. Patient Education

D. Optical

1. Optical Measurements
2. Inventory Management

E. Contact Lens

1. Inventory Management

F. Check-out

1. Patient Satisfaction
2. Financial Processing

G. Behind the Scenes/Operational

1. Human Resources
2. Marketing/Patient Communication

V. How Do You Implement These Ideas (10 Min)

A. Set Goals

B. Have a plan

C. Implementation issues

"Take-Home"
Notes

"To Do List"