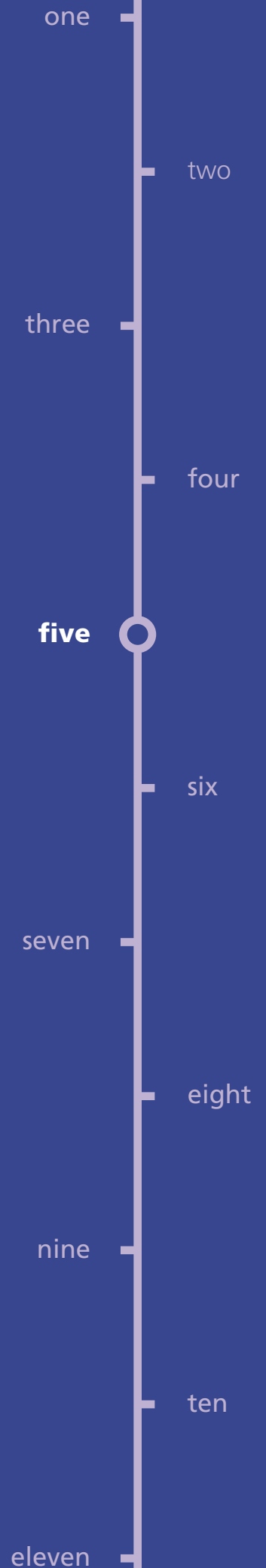




The Customer Journey

Touchpoint **five:** Handover to Optometrist



Touchpoint five: Handover to Optometrist

This is the point where many practices let themselves down and miss the opportunity to make the patient experience as seamless as possible. If the handover from reception to the consulting room is conducted poorly or does not happen at all, the rapport built by reception staff will risk being undone. Many Optometrists are not good at introducing themselves to patients and if practice support staff do not tell patients the Optometrist's name, how will they know who has examined their eyes? An eye examination can be a nerve wracking experience for many and will not be made any easier if they have to undergo the whole process with an anonymous Optometrist. This approach will not encourage patients to continue considering the best eyewear solutions at the dispensing stage later on.

Introduction to Optometrist

Ideally the Optometrist will introduce him or her self to patients and use the patient's name when they greet them in the reception or the waiting area. If an Optometrist refuses to introduce him or her self to patients, an alternative is for reception staff to tell patients the name of the Optometrist who will be testing their eyes when they arrive for their appointment. This will help to put all patients, especially nervous ones, at ease during the eye examination. A relaxed patient will be easier to dispense to later. As a reminder of the Optometrist's name, a name badge and/or nameplate on the consulting room door are recommended.

It is the responsibility of reception staff to ensure that the Optometrist has the correct record card and any other relevant supporting information. This may include a completed pre-examination lifestyle questionnaire and/or a frame that was chosen whilst they were waiting. Alternatively, the patient may have told someone on reception that they are in a hurry or that they definitely want new spectacles/contact lenses today.

When greeting a patient for the first time the Optometrist should remember to make eye contact and smile. Some may feel comfortable shaking the patient’s hand as an added welcoming gesture. A suggested greeting could be:

What to say

‘Good morning/afternoon, Mr/Mrs/Miss [patient’s name], I am Mr/Mrs/ Miss [Optometrist’s name] the Optometrist who will be conducting your eye examination today. Please follow me.’

Action Plan

Encourage the Optometrist/s and reception team to discuss and agree ways to improve the way patients are introduced to and greeted by the Optometrist/s before the eye examination.

- 1.
- 2.
- 3.
- 4.