

BEST PRACTICES TO GET YOU BACK TO PRACTICE



Start Maximizing Revenue with Each Patient

Dr. Kading & Dr. Carver-Schemper
share strategies for success.

- 1 Wording is key.**
Be sure that you take the word “recommendation” out of your vocabulary. We are doctors, we prescribe. It is more powerful for the patient to hear that we are “prescribing” a lens with blue light protection because they spend 12 hours a day on the computer, rather than recommending, which makes it sound like an option.
- 2 Fit 1 day contacts!**
Prescribe every new contact lens wearer with a 1 day contact if parameters are available. Also, start converting previous CL patients that are wearing 2 week or monthly modality to a 1 day. Most patients are interested in a more sanitary lens due to COVID-19.
- 3 Carry product that you prescribe to the patients.**
Don't prescribe a preservative-free artificial tear and have them go to a local store. Have it available in your office and let them know to come back when they are needing more.
- 4 Maximize revenue with intentional scheduling.**
Patients that have ocular conditions requiring specialty contact lenses are often higher revenue generating and need your expertise for day to day functional vision. By looking carefully at your established patients while still welcoming new patients, you can safeguard your valuable chair time.
- 5 Maximize revenue in optical.**
Prescribe ophthalmic solutions that meet today's visual needs whether it is two to three computer monitors or having to see crystal clear in challenging lighting conditions where contrast may be quite low. A patient's past experience with eyewear and lenses may be significantly limited compared to the solutions that can be offered today.
- 6 Prepare for opposition.**
Look for higher revenue services and products, brainstorm common oppositions to these services and work through situations and scripts for your team to better communicate with patients.



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