



ACADEMY  
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# Effective Patient Presentations

# Effective Patient Presentations

(Analysis of Practice Economics and Growth)

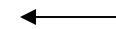
**Behavioral objectives:** The purpose of this module is to describe patient expectations for vision correction device recommendations by eye care professionals and common flawed approaches to product presentations. The student will acquire a sensitivity to the complexity of patient needs and a deeper understanding of consumer psychology in the eye care market.

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# Professional Responsibilities to Patients

Accurate diagnosis



The job does not  
stop here



Understand needs  
and preferences



Recommend best  
solutions

# Patient Needs

## Functional

**Refractive**

- Quantity and quality of vision

**Ocular Health**

- Protect eyesight

**Durability**

- Duration of use and resistance to damage

**Lifestyle**

- Daily visual environment
- Avocations and leisure activities

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## Emotional

**Self-Image**

- Style, personal appearance, prestige, taste and sophistication

**Comfort**

- Ease of vision

**Convenience**

- Ease of use, ease of acquisition, ease of care and time-saving

*The greatest patient satisfaction occurs when both functional and emotional needs are met*



# Why Optometrists Avoid Product Recommendations

- Consider recommendations as unprofessional salesmanship
- “If it ain’t broke, don’t fix it” attitude
- “Good enough is good enough”—cost is king
- Unfamiliarity with spectacle lens technology



# Why Patients Expect Product Recommendations

- Patients lack technical knowledge of vision correction devices—depend on professional expertise of doctor and staff
- Range of choices is enormous—creates anxiety
- Technology changes rapidly—obsolescence is always just around the corner
- Doctors and staff are aware of other patient's success with eyewear choices





# Flawed Approaches to Product Recommendation

- Stereotype patient's ability to buy based on personal appearance, age and occupation
- Present menus of options
- Present pricing tiers
- Apologetic presentations
  - “Could I suggest...”
  - “You might want to think about...”
  - “One option would be...”
  - “I know it costs more, but you may want to consider...”

*Patients buy end benefits, not product features*



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# Features Versus Benefits

- **Features:** tangible product descriptors, dimensions, specifications, design, components
- **Functional benefits:** rational outcome sought → Good vision, long lasting
- **Emotional benefits:** ultimate goal sought → Peace of mind, enhanced self-image, comfort, freedom



# IPSEO Wavefront Spectacle Lens

## Feature:

- Manufactured with computer-controlled, laser W.A.V.E. technology
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## Functional benefits:

- Superior acuity and individualized for wearer head/eye movements
  - 60% greater width of vision
  - Improved contrast sensitivity
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## Emotional benefits:

- Enhanced self-esteem from knowledge that the wearer has the discernment and income to afford the best available product

# Gary Gerber, O.D., approach to product recommendation

1. Ask for permission to make a recommendation → *“Would it be OK if after the exam, I recommend what I think would work best for you?”*
2. Conduct exam, gather personal info and elicit chief complaint
3. Report results → *“My exam shows...and you indicated (repeat patient’s chief complaint and daily vision needs using patient’s own words)”*
4. Repeat request for permission to offer recommendation → *“Would it be OK if I recommend what I think will be best for you?”*
5. Recommend best solution → *Make a simple benefit oriented presentation of recommended solution*



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*When presenting product recommendations,  
always start with the words...*

*I recommend...*

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