



Identifying Patient Needs

Staff Meeting Presentation Series
Module 3



Staff Meeting Goals

- Explain the components of patient product needs
- Develop the process our practice will use to identify patient product needs to assure each patient obtains the highest performance solution

Components of Patient Need

Professional
Care

+

Relationship

+

Vision
Correction
Products

- Expert diagnosis and treatment advice

- Friendly, personalized attention
- Continuity of care

- Eyewear best geared to patient's lifestyle, interests, and emotional needs

Eye Care Patient Product Needs

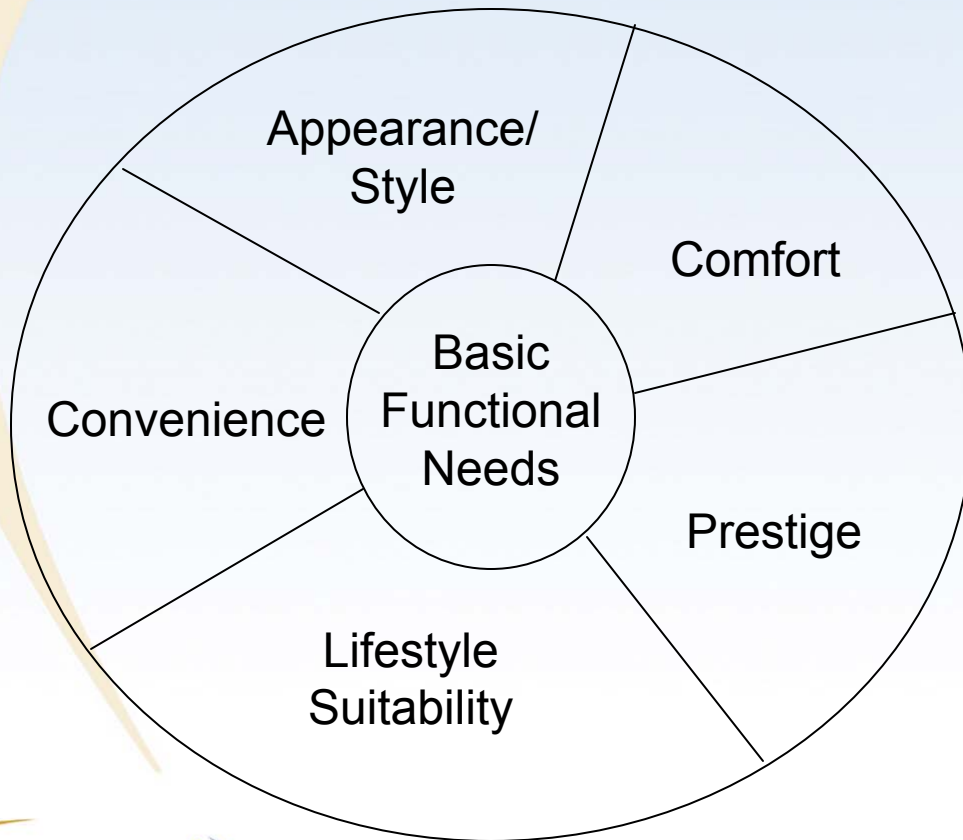
Basic
Functional
Needs



- Good Visual Activity
- Durability

- Eye care professionals are trained primarily to satisfy basic, functional needs
- But patient eye care buying decisions are based on many needs beyond simple functionality

Satisfying Functional Needs Is Only the First Step



- ▶ The highest patient satisfaction is achieved when the totality of needs is satisfied

	Products Satisfying Basic Functional Needs	Products Satisfying Higher Performance Needs	
		Product	Need
Spectacle lenses	Single vision	Progressive lenses	Youth, various working distances
	Bifocal	High Index	Light, comfortable
		Non-glare	Stylish, better vision
		Photochromic	Sun protection, convenient
Frames	Basic or reuse patient's	Designer brand	Youth, fashion
Contact Lenses	2 week/monthly disposables	Continuous wear	Convenient
		Daily disposables	Convenient
		Colors	Stylish
Sunglasses	Drug store quality	Polarized sunlenses	Better vision, better sports performance
		Fashion name brand	Status, image, youth
		Sport brand	Sports performance, self-confidence, image

Uncovering Patient Needs

- Patients usually do not articulate their product needs
 - Are unaware of the range of options available
 - Have incomplete or inaccurate information about options
 - May not know what or how to ask
 - Afraid to appear ignorant or waste the doctor's time
- Patients expect the eye doctor and staff to ask about vision problems or functional needs and to recommend what's best
 - Expect the doctor and staff to know about the latest technology
 - Want personalized attention and recommendations
 - Trust the doctor's advice

Uncovering Patient Needs

Matching products with patient needs involves consideration of:

- Ocular history/corrective requirement
- Lifestyle and occupation
- Demographic characteristics
- Personal interests and desires

Methods of Uncovering Patient Needs

- Patient demographics (age, sex, occupation)
- History questionnaire (hobbies, interests, lifestyle, special needs)
- Probes during pre-testing
- Product presentation dialogue

For Discussion

- Is there dialogue with every patient before the doctor exam about dissatisfactions with current eyewear or contacts, changes in their vision, or product interests they may have?
- When and how should this dialogue take place in the practice?

Satisfying Patient Needs

Determine Patient Needs

- Functional
- Lifestyle
- Emotional



Recommend

Highest Performance
Solution

Recommendations

Not

~~Menus~~

- ❖ Patients expect and respect the doctor's recommendations
- ❖ Menus assume the patients can adequately assess the options – often not the case

Product Presentation Pitfalls

- The most common mistake optical staffs make when presenting eye wear options is to assume a patient's inability to pay for the best
 - Never pre-judge a patient's buying power

Product Presentation Pitfalls

- Most patients can afford premium eye care products offering the greatest package of benefits
 - Less than 1% of personal consumption expenditures in the U.S. are for eye wear
 - The average U.S. household spends just \$200 annually for eye wear
 - The average U.S. household earns \$48,000 annually

Product Presentation Pitfalls

- Another common mistake is to classify patients as either spectacles wearers or contact lens wearers
 - Nearly all contact lens wearers regularly wear glasses
 - One third of glasses wearers are interested in contacts, at least part-time

Product Presentation Pitfalls

- Patients are only interested in how products improve their lives, not in the technical aspects of how products work – they buy benefits not product features

Emphasize Patient Benefits

“These new lenses have no tell-tale line between the near and far zones like traditional bifocals so you don’t advertise your age and you keep a youthful look”

Not

Technical Details

“Progressive lenses are manufactured with a steady increase in magnification from the central visual zone to the lower periphery”

For Discussion

- Does our practice routinely recommend the highest performance products to patients?
- What are the products we should recommend to different patient segments?
- Does our practice routinely recommend that contact lens wearers update their glasses?
- Do we routinely offer contact lens trial to patients wearing spectacles?