

On behalf of Vision Expo, we sincerely thank you for being with us this year.

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.



Jackie O'Keefe is on The Speakers Bureau for Transitions Optical



"All relevant relationships have been mitigated."



"Hug" Your Patients... Metaphorically or Hypothetically?

Jackie O'Keefe



Metaphorically or Hypothetically?

Metaphorically
Saying Something *not* to be taken literally

Hypothetically
Saying Something that *may* be taken literally



Hypothetical Defined

Involves in a suggested idea/theory.
Based on possible ideas vs actual ones.
Imagining possibilities while exploring consequences.
It could evolve and happen.



Hypothetical - Building For Change

If + subject = were/would/could + verb stem
If I were a bird, I could fly.



If my patients were unhappy, I could change.
If my practice couldn't exceed expectations, I could implement.
If I were a better listener, I could better prescribe/recommend.

Hypothetical - Taking Action

Subject + should/could + action + scenario
I should take an umbrella in case it rains.



We should change how we greet to improve first impressions.
I could learn other cultures when my patient base shifts.
I could welcome patient complaints to better my practice.

SNHU

Deliver Diplomas Door to Door

Fish! Tale

Be There, Play, Make Their Day,
Choose Your Attitude

Southwest Airlines

Warm, Friendly, Themed Gates,
Comedic Announcements



CICI'S Pizza

Welcome To CiCi's! Engage, Play

IKEA

European Designs, In-Store Coffee Shops,
Restaurants, Day Care, Togetherness

Bibber's Funeral Home

Family Owned, Shared Experience,
Compassionate Business



Uber Driver

Music Selection, Profiling

What's The Big Deal With Economics?

- Product 1st
 - Commodity
 - Differentiation
 - Competitive Pricing
- Service Yesterday
 - Everybody Boasted
 - Services Alongside Goods
- Experience Today
 - Attract & Retain
 - Experience Overtakes Product/Prices



Post COVID-19 Experiences

- Missed In Person Experiences
- Spending More Time
 - Online
 - Quality In Person
- Spending More Money
 - In Person & Online
- Enjoying
 - In Person Try-On
 - Virtual Try-On



Welcoming Committee

- What's Behind The Glass Wall?
- Is It Friendly or Medicinal?
- Is It Clean or Cluttered?
- If Possible, Meet Them at Entry



Unwelcoming Verbiage In House

- Why are you here today? (without good eye contact)
- And your name please? (versus recognizing them)
- Take a seat, fill out these forms.
- Someone will call you.
- Next....



Hugging Verbiage In House

- Hello and thank you for coming in today. (with good eye contact)
- May I ask your name? (versus internal recognition photos)
- Good morning/afternoon _____.
- It is nice to meet you/see you again. I hope your day is going well.
- My name is _____ how may I assist you today?
- Please fill out these important patient forms.
- Come and see me when you have completed them.
- By the way, _____.
- Is there any thing else I can help you with?



Hugging Verbiage

- Thank you for calling _____ today.
- May I ask your name?
- Good morning/afternoon _____.
- It is nice to meet you/hear your voice again. I hope your day is going well.
- My name is _____ how may I assist you today? (listen)
- It will be my pleasure to _____. (repeat their request)
- Is there anything else I can help you with?
- Enjoy your morning/day evening and we look forward to _____. (recap what was spoken)



Don't Forget to Listen

Listen Reflectively

Listen Reflectively Effectively

You have earned their trust and the conversation can continue on a productive path.



What is your preferred name?

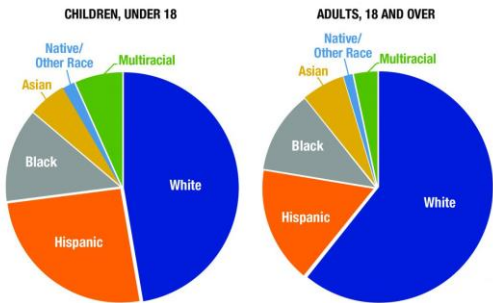
What are they accustomed to?
Cultural

How We Identified
Mr. Mrs. Ms.

How We Identify
He/Him She/Her They/Them

Simply Ask





Cultural Differences

Language Barriers

Diverse Forms & Literature
POP Materials



Hispanic, Black/African Americans, Asian Americans

Familia & Compliment, Don't Assume, Acknowledge Education

Generations

Be Mindful of Others

Learn From Each Other



	BABY BOOMERS	GEN X	MILLENNIAL	GEN Z	GEN ALPHA
Years	1946 - 1964	1965 - 1976	1977 - 1995	1996 - 2009	2010 - 2025
Ages	78 - 40	59 - 48	47 - 29	28 - 15	14 and younger
Major Events	Civil Rights Women's Liberation Cold War	Watergate Advent of MTV	AIDS Technology	9/11 Iraq / Afghanistan Wars Market Crash	COVID-19 Pandemic
Major Traits	Explore Optimistic Work-centric	Individualistic Flexible Skeptical	Tech-dependent Family-Centric Optimistic	Political Mistrust Always Connected Multi-Taskers	Strong Ethics Strong Values Tech-Savvy
Attitudes About Eyewear	77% Wearers Highest Repurchase Private Pay Likely to buy from independents	72% Wearers Almost 60% of all sun Rx sold is sold to presbyopes	46% Wearers Most likely to... Prefer online customer service / text Buy from retail	33% Wearers More likely to... have lens purchase subsidized	19% Wearers Most likely to... Buy from brands influencers wear, promote, or recommend

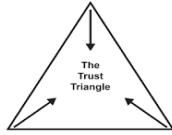
Trust Triangle

Refracting Physician

Para-Optometric

Optician

Pass It Down For Reassurance



What Patients Need From You

Give Them What They Want

- Honest Opinions & Play
- Reduced Buyers Remorse

Congratulate Them On Their Choices

- During The Eyewear Fitting
- During The Eyewear Delivery
- During Future Visits



Testimonials & Recommending

Giving A Piece Of You

Friends, Family, Community

"You remind me of _____ because _____"

Verbiage Designed For Them

"You look _____ in frame because _____"

"This brand was designed with you in mind because _____"



The Art Of Conversation

- Maintain eye contact
- Use active listening skills
- Practice empathy
- Use nonverbal communication
- Use clear and concise language
- Be aware of cultural differences
- Show interest and curiosity
- Smile
- Be in the moment



Be In The Moment

- Clear Your Mind
- Focus Only The Patient
- Listen Reflectively
- Savor The Present
- The a ha Moment
 - Validating the Patient's/Customer's Concern
 - Pivotal Moment
 - Patient Realizes Your Value
 - Verbal Hug



Take A Personal Inventory

Tasks You Do Well

CL I&R, Diagnosing, Troubleshooting

"I look into their eyes and try to figure out whether they just love the money, or if they love the practice."

Meaningful Experiences

Did They Feel The a ha Moment?

"If they don't love the practice, I can't put my money into it."

Life Lessons

Ice Cream Story

Joe Patient

What Do You Love?

Money/Practice

"Then our responsibility is to make sure that we don't do anything that kills that love of the practice."

Joe, OD/LDO/COA

Falling in love

Make it a dinner moment...



Falling in love

- Get Real
- Build A True Relationship
- Gain Their Trust
- They Will Forgive

*"I have told my team to make the customer absolutely love you.
 Take-you-home-to-dinner love you.
 Meet-the-wife-and-kids love you.
 Because if the customer loves you,
 you can _____
 and they'll say accidents happen."*

How Do We Forgive?

- Acknowledge
 - Regardless of How Small
- Put Yourself in Their Shoes
 - Get Perspective
- Forget, Move On, Don't Look Back
 - Dr. _____ Story
- Think Back When You Were Forgiven
 - How Did You Feel?



“Get Real” Hugs

- Go The Extra Mile
 - Hardship Cards
 - Special Occasion Notes
 - Water
 - Taxi/Uber/Lyft Assistance
 - Phone Assistance
 - Directions
 - House Calls
 - Appointment Considerations

- Build Relationships
 - Greet Like A Friend
 - Remember Names
 - Compliment
 - Put Their Passions To Memory
 - Treat Them Like Family
 - Learn To Say Your Welcome

“Practice” Hugs

Exceed The Expectation

She Expect Results
 We Exceeded
 Mrs. Clark Story



Kill Them With Kindness

Choose Team Member
 Shadow The Rock Star
 Watch, Listen, Learn, Document



“Practice” Hugs

What Else?

- Frame Loaners
- CL Replacements
- Offer Eye Drops
- Recommend Hugging Businesses
- People, Service, Product
- Product Value Sign

PRICE LIST

CATEGORY NUMBER ONE		CATEGORY NUMBER TWO	
Product one	\$15.00	Service one	\$15.00
Product two	\$20.00	Service two	\$20.00
Product three	\$30.00	Product one	\$40.00
Service one	\$50.00	Product two	\$60.00
Service two	\$75.00	Product one	\$85.00

Learn From Complaints

Welcome Them

Thank Them?



Hugging Gestures

- High Five
- Fist Bump
- Hand Heart
- Handshake
- Non-contact Hug
- Common Sign Language Gestures



Actual Hugging

- Be Selective
- Read The Room
- Ask For Permission
- Hug 3 Seconds
- Avoid Face-To-Face Contact

*I am not much of a hugger.
Do you prefer a handshake or fist
bump?*