

## Elevating the Patient Experience Through Technology and AI

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All relevant relationships have been mitigated.”

### Activity Demographics:

1. Activity Title: Elevating the Patient Experience Through Technology and AI
2. Date: September 18, 2024 Vision Expo West 2024
3. Location: Live Education
4. Activity Description: live education to address the growing concern on how to take care of our patients in the digital age safely and effectively utilizing technology and AI
5. Total # of CE hours provided: 1 hour
6. Cope disclosure form

## Elevating the Patient Experience Through Technology and AI

This lecture will discuss how to provide patient care now and into the future, what it means to be truly patient centric, and how to keep the doctor patient relationship front and center to keep caring for patients to our fullest capabilities. We will explore technology that can modernize our clinics to take care of your patients so our clinics can survive and thrive by discussing technology that our staff and patients are asking for and need. We will also discuss the use cases for AI with the benefits and pitfalls and how to overcome them. We will conclude by discussing how investing in technology is not only a necessity, but how it is beneficial for all parties including you as the doctor, your staff and most importantly your patients.

### Course objectives

1. Discuss how to help our patients and our practices make the change to a digital world
2. Help define what it means to be truly patient centric and how this helps patient engagement and patient success
3. How to engage our staff to help patients along this journey
4. What is telemedicine and what we have to overcome to implement this type of model successfully
5. What the 2030 patient experience looks like

### Course description

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## Course outline

1. The pandemic and what it has done to healthcare technology
  - a. The past
  - b. The present
  - c. The future
2. Chat GPT
  - a. What is it
  - b. Where can we use it in our offices
  - c. Where and when can patients use it
  - d. How is it going to change how we provide healthcare
3. Defining what it means to be truly patient centric
  - a. What we are looking for as physicians to take care of our patients
  - b. What patients are asking for an needing from us as physicians
4. The patient lifecycle through an office
  - a. Needing an appointment
    - i. How do they find you
      1. Vision Plan
      2. Google Search
  - b. Making the appointment
    - i. How can make patient appointments with you
      1. Your website
        - a. What are patients looking for on your website
        - b. Are you ADA compliant
      2. Phone call
        - a. Family members and their appointments
  - c. Coming for the appointment
    - i. Checking in for the appointment
      1. Online forms
      2. In office forms
      3. Data collection
  - d. The technician and the patient
    - i. How is your technician gathering data for you as the doctor
    - ii. What have you delegated
  - e. The doctor portion of the exam
    - i. How are we utilizing technology in the exam room
    - ii. Areas of interest and focus
      1. Waiting rooms/screensavers
        - a. Dry eye
        - b. Myopia management

- c. Contact lenses
      - d. Pediatrics
    - iii. Wowing the patient and uplifting the patient experience
  - f. Checkout process
    - i. Transition from patient to customer
    - ii. Payment offerings/Subscription
    - iii. FTC compliance ruling and what that means from the patient perspective and how to protect yourself
  - g. Technology and what it means for your patients and practice
    - i. How to evaluate technology from the patient perspective
    - ii. How to evaluate technology from the staff perspective
  - h. Roll of vision kiosks
    - i. Pediatricians
    - ii. PCP's
    - iii. Increase referrals for medical optometry
5. Finding your niche
- a. What this means
  - b. Commit, do it and stay true to your patients and yourself
  - c. How do you announce your niche to your patients?
6. Delegation
- a. What does delegation mean
  - b. What can we delegate to the patient
  - c. What can we delegate to our staff
  - d. What can we delegate to technology
  - e. Mundane tasks
    - i. Mouse on a wheel
      - 1. Patient perspective
      - 2. Staff perspective
7. Telemedicine
- a. Downfalls of telemedicine from the patient perspective
  - b. Downfalls of telemedicine from the doctor perspective
    - i. Refraction and the dangers of refraction versus an eye exam
  - c. How can we find common ground for telemedicine where the patient and the doctor win
  - d. Billing of telemedicine
  - e. What can we offer via telemedicine
  - f. How to implement telemedicine
8. Technology for the patient
- a. Why we have to adopt technology to keep our patients eyes healthy
    - i. What happens if we don't
  - b. Online forms
  - c. Contact Lens Ordering
  - d. Online Reviews
  - e. Phone number
  - f. Chatbot
9. Patient Data and HIPAA compliance

- a. How to protect your patients and your practice
  - b. What does data mean and how can we use it to keep our patients eyes healthy
- 10. Staff engagement
  - a. Developing a community within your community
- 11. Embracing new ways patients want to communicate with us to help keep their eyes healthy and coming back for regular eye health exams.