The gold STANDARD

VISION SOURCE®
SIGNATURE EYE CARE™


sponsive
you're welcome
caring
sfying
open
thoughtful
friendly
confidential
engaging
inviting
pleasant
acknowledging
ask
questions
honest
courteous
polite
give a compliment
sincere
show you care
hello
eye contact
ask
stand up
smile
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be detail oriented
hold the doo
no problem
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follow up
handle with care
only
go out of
what is the status?
problem solving
use your best manners
please
is the magic word
thank you
for your patience
¿habla español?
ingenious
bright
ow can I help?


be a team
be understanding
tidy
work area
clean uniform
be confident
follow up
handle with care
represent
Vision Source®
be productive
thank you for your patience
give a compliment
help
create a to-do list
check off completed tasks
smile
show you care
be a leader
responsive
caring
solutions
satisfying
your way
inviting
open
thoughtful
friendly
be a team
be understanding
engaging
follow up
experienced
be productive
ingenious
be polite
respond to patient needs
diligent
competent

VISION SOURCE®
SIGNATURE EYE CARE™

This book describes a network of eye care professionals who are dedicated to **being**

more focused

more innovative

more caring

more trusted

Why

we developed The Gold Standard

Who we **are** as a proud Vision Source® network is made up of the things we do as individual eye care professionals.

This book details the actions that help us deliver the best patient experiences possible.

It's meant to be our guide to continue refining these experiences from the inside out and a tool that all team members in the office can use in this endeavor.

What

we wish to accomplish

This book is divided into three sections that reflect the patient experiences we are striving for:

Welcoming **Respectful** **Skillful**

Each section gives

- actions that relate to that word
- tips and quotes from colleagues
- stories from patients

THE GOLD STANDARD book also offers:



note pages to record more ideas and stories



a postcard so you can share your own great care stories



a reference card to remind us that what we want to achieve is as close as our pocket

Welcoming . . .

a friendly openness that creates a sense of family

Welcoming goes beyond how we greet individuals. It includes how our practices look and how we continually attend to the patient's needs – from hello to goodbye. THAT is the entire patient experience.



Greet everyone

- make eye contact at about 10 feet
- speak to them at about four feet
- answer the phone with a smile



"We buy a TON of candy, every kind you can imagine—and ask patients what their favorite candy is. Then, we use this to surprise them at pickup, waiting with their glasses order! For children having a first eye exam, we give the candy to the doctor to present to the child at the end of the exam, a reward for awesome behavior. Dr. Swafford also regularly does an eye exam and glasses gratis for a person who is truly in need, and it is always a very rewarding experience for our practice."

– Amanda Danner
My Eye Expert – Vision Source®
Gurnee, IL

"We have an administrative day every Wednesday, so we have less staff members in the office and don't see patients. A woman recently came in on a Wednesday after seeing our signs out front. She wasn't a patient, but she had just broken her glasses and couldn't drive home without them. Dr. Mordi opened the exam room for her, did a full vision exam, and wrote a prescription. Our lab technician was able to cut lenses for her on the spot. She walked out with a new pair of glasses and was able to get home safely."

– André McCain, Office Manager,
Houston Eye Doctor
Houston, TX



Introduce yourself

- ask for, and use, the patient's name
- call other colleagues by their name



"We had a patient who was in a car accident and was injured very badly. In both eyes, his prescription was a -6.00D, with 1.25D of astigmatism. He couldn't wear his contacts because of his injuries, and his eyeglasses were broken. When we found this out, we pulled his chart, found a frame similar to his old frame, called the lab to see if they could make his lenses and deliver them that night (which they did). We called his parents and told them what we had done, asking them to stop by and pick up his new free eyeglasses. The parents were so thrilled and surprised it brought us all to tears. Doing something so little to us meant so much to all of them."

– Bridgette Halder,
Optician at Northwoods Family Eyecare,
Chippewa Falls, WI

"One of my favorite patients has a tough Rx—she is -8.00 and has been a habitual contact lens wearer since she was a teenager. Now in her late 30s, she's having dry eye issues that make her contact lenses unwearable. She was devastated a few years ago when the doctor recommended more time in her eyeglasses and out of her contacts. He brought her out to the optical and told me to help her find glasses she'd fall in love with…Three years and nine pairs of eyeglasses later, she is one of our most loyal patients. All it took was a little extra time, a little education about lens options and a fabulous frame selection in our optical. We helped someone who has always hated eyeglasses turn into a patient who has a whole wardrobe of them."

– Brandi Burgard,
the VSR Facilitator at Midwest Eye Associates,
a multi-location Vision Source® practice
in the St. Louis area



Offer help to everyone

- lend a hand to those in need
- do something extra for someone else



"We had a patient come in two weeks ago wearing a button that said, 'Please talk slow and make eye contact, thank you.' He has hearing issues, and his daughter was tired of him being frustrated after appointments. I told him how great of an idea that was! He told me that his daughter found these buttons on Amazon.

Since we ordered them from Amazon last week, we have already made one for a patient. It said, 'I have had brain surgery and it takes me a moment to process things. I can hear you. Please look at me, talk slowly, and allow time for my response. Thank You!' Previously, his wife printed and laminated a card for him. However, when they were at appointments or shopping, the person helping would start talking and walking away before he had a chance to pull out the card. His wife loved the idea of a button, and his new button is waiting in his tray with his new glasses!"

– Briana Bader,
Optician and Marketing Associate
at Iowa Eye Care

Recognize When Patients Need Extra Help



"We recently had a new patient visit our office for an ocular emergency. She was a young mom of three children, and her husband was out of town on business. She had a corneal ulcer and was in so much pain that she did not feel comfortable driving her car and had to get a taxi with her 5-month-old to get to her appointment. When she and I were finished up, I asked Sue Goodsell, one of my staff members, to take my vehicle and drive the patient and her baby to the pharmacy to pick up her prescription and then drive her home. The patient was so grateful to our office for getting her in so quickly for her appointment, and also for the extra assistance we provided after, that she scheduled her entire family for eye exams when she came back for her follow up. As a mom myself, it felt great to be able to get her and her baby home safely and we are grateful for five new patients in our office!"

– Rebekah Noss Lynch, OD,
Full Spectrum Eye Care, Traverse City, MI

be understanding
be a team
explain
follow up
go out of your way

Connect with the patient

- talk with the person
- understand their needs



"I received a call from a classmate and fellow Vision Source® doctor in North Texas. One of his patients was in San Antonio on vacation and had called him to say that she was experiencing flashes. I told him to have her come in right away. We examined her and found that everything appeared to be fine, but I gave her my cell phone number and told her to call me anytime while she was in San Antonio if she had any more problems. Two days later, I called her to follow up and found out that she was doing fine. Just recently, we received a handwritten thank-you note saying, 'Thank you for the outstanding care you provided me while I was on vacation. I appreciate the care and concern that you showed me.'"

– Jason Deviney, OD,
Vision Source® – Olmos Park
San Antonio, TX



"Dr. Gordon Price was on call for the Memorial Day weekend and got a call from a mom who was looking for assistance for her 5-year-old daughter who reported a foreign body in eye. Dr. Price expected the worst, but this little girl was wonderful and, sure enough, had a piece of tree bark under her upper eyelid. Once that was removed, she was really happy and very relieved, as was the mother. She even sent a cute thank-you note. It just goes to show that a Vision Source® practice provides the best patient experience, no matter if it is a holiday weekend."

– Denise Price,
Vision Source® – Scituate Harbor,
Scituate Harbor, MA

go out of your way
be a team
follow up
be understanding
explain

Traveler Appreciates the Welcome



"We live in a small town in Northern Lower Michigan. It is home to many tourists and passersby in the summer. In one instance on October 2nd, we had a visitor from Alabama passing through to the Upper Peninsula when his lens fell out of his frame. He asked our local UPS driver where he could get help and he gave him directions to our office.

Our Optician, Amanda Kirsch, was glad to help our visitor. He explained in the thank you card that he later wrote to her, "Amanda promptly and expertly repaired my glasses and answered all of my 'tourist' questions: Where was Walmart, Subway, a store for postcards and the post office?" He went on to explain that he enjoys his trips and taking numerous photographs but the older he gets the more he worries and gets anxious when things don't go right - like having a lens fall out of his frame. Amanda took care of his problem and helped him have an enjoyable trip. He appreciated her service and especially her kindness.

Amanda demonstrated to our new friend what Vision Source® really represents to all of our patients - that we are welcoming, kind, respectful, and skillful."

– Kim Socolovitch, Office Manager
Vision Source®, Cheboygan, MI

aloha

how can I help?

¿habla español?

be attentive

take time

Respectful . . .

is what we want to be and is at the heart of everything we do

Respectful describes how we view, speak to, listen to, and treat each other and our patients. We should respect them as individuals, including what they do for a living, their input, and their time.



You can call me 'Carol'

Address patients

- initially as 'Mr.' or 'Ms.' plus their first and last names
- then as they wish to be called



"I saw a patient a couple of weeks ago for an exam—brand new to me. Found me because he has a friend who lives in the Eagan area, who went to the Yankee Clinic, the Vision Source® practice of Russ Osnes, OD. His friend was impressed and knew enough about Vision Source® by the end of his visit to talk to his friend (my new patient) about it, saying, 'You should really see if there is a doctor in your area that is a part of this. The customer service and whole experience from these offices is so great.'

So he proceeded to do just that, looked me up online, found that I was Vision Source® and booked an appointment. He bought Rx Blutech SV glasses, even though he walked into the exam without any glasses or contact lenses. I was delighted that he found us based solely on the Vision Source® brand because the brand isn't as well-known in Minnesota as it is in other states. How cool."

– Amy Rudser, OD,
Advanced Eye Care Professionals
Lakeville, MN

"Chad Linsley, OD, was at a movie with his wife recently when his cell phone signaled an emergency call. When he slipped out of the movie to return the call, he found that a patient was having a hard time getting a rigid contact lens out of his eye. By chance, the patient was at a store near the theater, so Dr. Chad quickly met the patient and assisted the patient in getting the contact out. He returned to the movie with an interesting story and a patient that very much appreciated the unusual and timely help."

– Gail Brown, Office Manager,
Mason Family Eye Care,
Mason, MI



Show courtesy

- use pleasantries such as 'please,' 'thank you,' and 'you're welcome'
- treat others like special guests



"We work hard at keeping our contact lens trials stocked well. It is wonderful to supply our patients with a fresh pair of lenses on the day of their exam, especially those with high prescription or less common cylinder powers. They are always surprised when we have their exact prescription available, and we feel that we are exceeding their expectations in customer service."

– Myra Huser
Vision Clinic
Springfield, MO

"I serve on the board of management for my local YMCA. They recently held a 10K run, and a 2-mile walk. They needed 260 bags for all the goodies that were given to the participants, so I donated my Vision Source® bags! It was great to see all of the Vision Source® bags with the people. A small contribution went a pretty long way and for a good cause. I did the 2-mile walk with my dog, Toboe. Actually, for me, it was more of a stroll, kind of a fast meander. But, since she was the only dog on the walk, she won first prize in the four-legged category."

– Jay Schlanger, OD,
Encino, CA



Work diligently

- provide timely, efficient service
- show respect for their time



"It's nice to have the trusted referral network of Vision Source® colleagues.

"I had a patient traveling in Florida who called me because she was seeing flashes and floaters. I was new to Vision Source® at the time and very thankful that I had a network in which to search to find a trusted doctor to see her. The Vision Source® doctor took great care of the patient and she is doing fine. I found such comfort in using the Vision Source® network for patients who are moving or having eye trouble when out of town, and have used it many times since."

– Dawn Wattenhofer, OD,
Vision Source® Specialists
Rapid City, Philip and Hot Springs, SD

Travel plans demanded some quick action



"I demonstrated to a patient how an increase in myopia would sharpen his distance vision while wearing his monovision gas perm contact lenses. He was excited about the clearer vision since he was driving to Canada in a few days and the better vision would help with the long drive. The lens arrived, and the patient picked it up on his way home from work. He called me at 7:30 a.m. the next morning to say that we ordered the old power for his contact lens. He was leaving for Canada about 24 hours later. I called the local lab and asked if it could make remake the lens that same day. It did. The office manager volunteered to pick up the lens early the next morning when the lab opened and had it at the office by 9 a.m. The patient picked up the lens, and then started his drive to Canada. Five hours later, the patient called to thank me for the exceptional service he received. He said the trip was so much more enjoyable since his vision was clear. It made me very proud of my staff!"

– Joann Strain, OD, Vision Source® South Hills

create a to-do list be timely **be productive** check off completed tasks

Communicate continually

- communicate expected wait times and why
- explain procedures to set expectations
- use a polite and respectful tone



"With the implementation of the Affordable Care Act, more scrutiny was given to monetary gifts for referrals from patients enrolled in government-sponsored health care insurance. So, Isthmus Eye Care revised our Share the Care program to make a $5 donation to Optometry Giving Sight on the referring patient's behalf along with a personal thank you for the referral. Our patients have been very supportive of the change, which has continued to make our dedication to Optometry Giving Sight part of the culture of Isthmus Eye Care."

– Tim Wilson, OD,
Middleton and Madison, WI

"We had a patient who had a balance on her account, as well as on her two daughter's accounts. I called her to inform her that we needed payment on the accounts, and she kept putting us off. I finally told her we would send to collections if no payment was made.

She broke down and started to cry because it was too much to handle. She had been dealing with a very nasty divorce, and her ex wasn't paying bills and her daughters were not being seen because of the unpaid bills at various offices. I just listened and when she was done, I offered to call her ex (normally we would not get involved in personal matters) and speak to him to get him to pay his half of the balance.

She called back the next day and was so grateful that we not only listened to her but also helped her in a way no one else would. She said everyone else was insensitive to her hardship and very rude. This was the small light that she knew would be the way to everything eventually being okay."

– Syal Patel
Norman Vision Source®,
Norman, OK



Skillful . . .

goes beyond intelligence to encompass experience, judgment, effort, common sense, and other attributes

Skillful describes the technical, clinical, and problem-solving capabilities of our colleagues. With appropriate training, technology, and support, every colleague in every position will be skillful.



We interrupt this message . . .

Listen actively, avoid interrupting

- understand the individual's needs
- meet and exceed expectations

I have a question

- ask about anything that is unclear to avoid confusion and mistakes
- find out more about the who, why and what for



Gold Standard Story



"A few years back, our practice implemented a "one time, no questions asked" warranty within a twelve-month period of time. I was unaware of the impact this would have until the following interaction.

A woman came into our office, very upset and had a smashed pair of glasses in her hand. She was not a patient in our office, yet, and was looking for cost information on replacing the broken glasses. Upon further investigation, she explained that her best friend was a patient of ours and had just gotten new glasses from us three days prior.

The tears started flowing when she told me that she ran over her friend's glasses with her car and needed to buy a replacement pair. It brought me great joy to tell her that I will replace them at no cost. She started to cry again, but this time they were tears of joy. She was so happy with her experience that she decided to schedule an eye exam before leaving that day.

The cost of one pair of glasses created a life-long loyal patient."

– Jen Winland
Drs. Quinn, Foster and Associates
vsrfohioriver@gmail.com

Review work, it's your signature

- ensure it is correct and complete
- follow up to make sure all issues are resolved



"Occasionally we run late with our patient schedule. If a patient has been waiting longer than 15 minutes for his or her appointment time, the front desk staff puts a $5 Starbucks gift card on the patient's clipboard. The tech acknowledges and apologizes for running late—but the doctor presents the patient the gift card. We keep track of the gift cards given and evaluate who is running late and why."

– Jeanne Grobe
Lakeline Vision Source®
Austin, TX



"We had a recent experience where a patient was so happy with her overall experience in our office that she decided to cancel her two daughters' eye exam appointments at a different office and reschedule with us. I believe it's because each staff member in our office works together to give the best care and customer service possible."

– Timi Stewart, Optician,
Reed Eye Care,
Farr West, UT

double check

be detail oriented

ask for help

what is the status?

follow up

Take ownership of the issues

- resolve to everyone's satisfaction
- be a champion for finding the solution



"Two of our opticians had just worked a long day and stayed an hour after closing to finish up the day's work, and as we were locking the door, a car pulled into the parking lot. A woman needing a small repair asked if we were closed and she explained that she was not actually a patient of ours. We told her that we would be happy to help. We opened up the office and fixed her broken glasses that had totally thrown her vision out of whack. She was so grateful! About a week later, she stopped in to thank us again, and dropped off a dozen gourmet doughnuts! I'm so glad we took five extra minutes to help someone out who just became a patient for life!"

– Jodi Paskett,
Office Manager,
REED Eyecare

"As a practice, we try to provide the best to our patients by making them feel comfortable and at ease every time they visit our office. We provide them with bottled water, coffee and even magazines in their native language. We always show respect by using Mr., Mrs. or Ma'am or Sir, which shows our professionalism.

We also like to add a personal touch to our thank you cards. We handwrite our thank-you cards. Patients always appreciate a thank-you card in the mail. We also send our patients Starbucks gift cards, telling them to enjoy a cup of coffee on us when they give us a great review on Google. Patients love this!"

– Vision Source® practice Lifetime Eyecare
Orlando, FL

be a leader
no problems
handle with only solutions
care go out of your way

Show professionalism

- be professional in appearance, speech, and action
- represent Vision Source® with pride



"A patient of ours called needing to be seen for a medical visit; she thought she had pink eye. We scheduled the patient the same day. When she came in, we checked her in and explained there would be a $40 specialist co-pay. She decided to leave and go to another clinic, wanting to only pay her PCP co-pay of $25.

"I called and spoke to that patient's mother explaining the situation. During the conversation, I learned that the patient was turned away at the other clinic she went to and was told to go to the ER. It was at that point that I told the patient's mom to have her daughter come back to our office and that we would see her free of charge. It was more important to have a patient seen immediately. As it turns out, the patient had a very serious and rare infection that could have damaged her vision. The patient and her mom were very grateful."

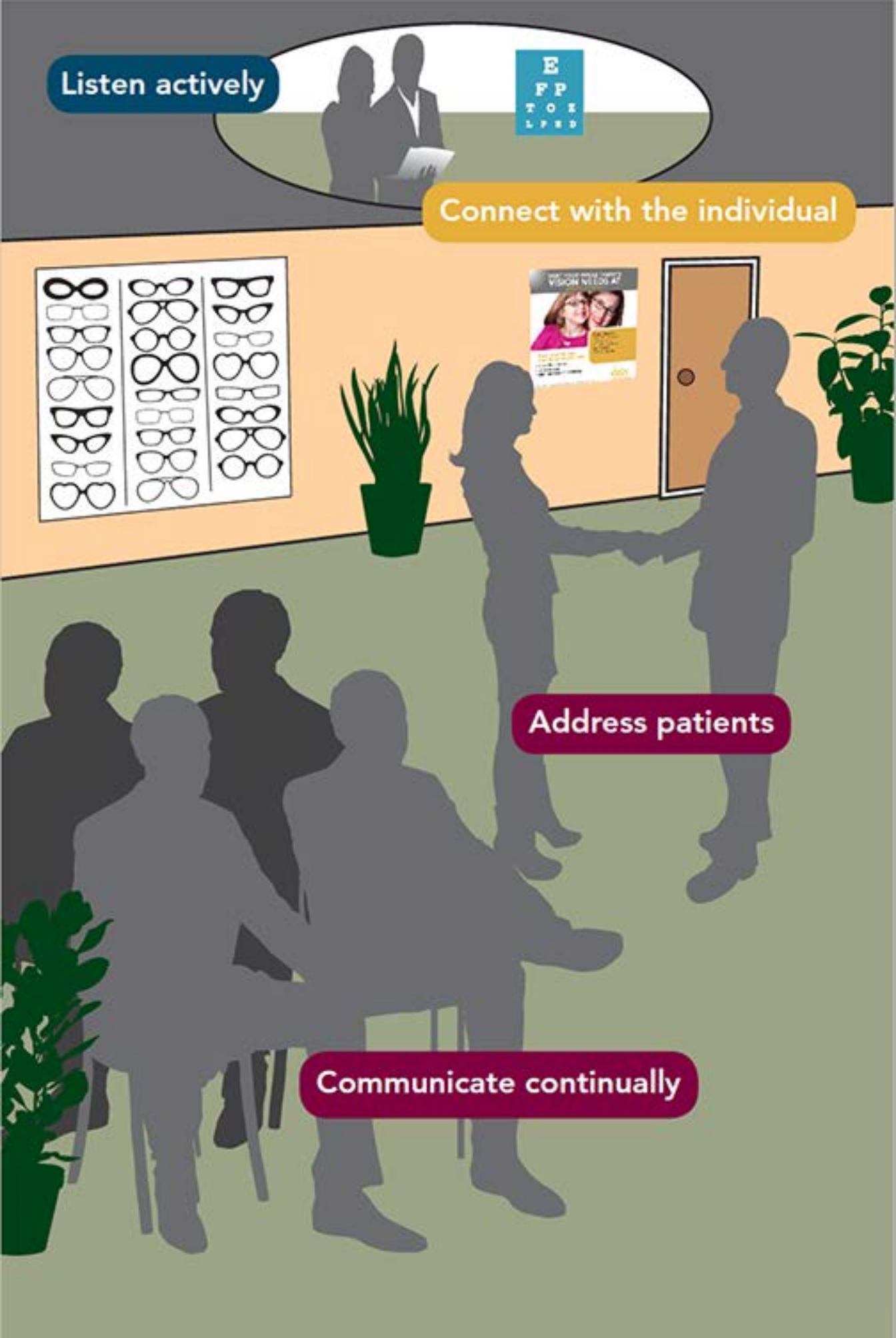
– Katie Young, Office Manager,
Vision Source® Kingwood,
Kingwood, TX

"A new customer stopped in the store to price a new pair of eyeglasses. She said she had already been shopping online and at a few local shops. Our optician gave her the same treatment as any of our customers: frame selection, lens options and pricing. She put the order on hold to think about it.

Two days later she came back with her mother. The customer said, 'Your prices are $200 more than the online store, but your service is excellent. I will purchase the eyeglasses from you because of that.' She also made an appointment with one of our doctors for her mother and brought her son in the following week. Because of our high standards, we not only obtained one customer but also her family."

– Nicole Miele, VSR Facilitator
with Al Morier, OD,
Albany, NY




Listen actively
Connect with the individual
Address patients
Communicate continually



The Patient Experience

Notes

VISION SOURCE®
SIGNATURE EYE CARE™

We are also excited to announce the launch of our "Gold Standard" Elite Vendor representative program.

Look for lapel pins like the one pictured below to distinguish Elite Vendor sales force representatives and customer care teams when they enter your practice for service & sales calls.



Please give these Elite Vendor representatives your "gold standard" attention, as they are special, key constituents to help your practice grow. We want to give them top priority and attention when in Vision Source® practices so they can take staff members through the latest programs and specials to deliver upon your office's every need.

Have a question?

Call **(888) 558-2020**

Need more copies of **THE GOLD STANDARD**?

Go to **www.VisionSourceGear.com**
and purchase more at the company store.


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be polite
respond to patient needs
diligent
competent

What we want to **be**	What we need to **do**
Welcoming	☐ Greet everyone
	☐ Introduce ourselves
	☐ Offer help
	☐ Connect with individuals
Respectful	☐ Address patients
	☐ Show courtesy
	☐ Work diligently
	☐ Communicate continually
Skillful	☐ Listen actively
	☐ Question
	☐ Review work
	☐ Take ownership
	☐ Show professionalism

Tell us your story

Submit your example of great patient care and it will be considered for the next edition of The Gold Standard.

Or email us at **GreatCareStories@visionsource.com.** Thanks for sharing!

VISION SOURCE®
SIGNATURE EYE CARE®

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