



- Mary E. Schmidt, ABOC, CPO
- Mary@EyeSystems.info
- www.EyeSystems.info

No audio or video recording permitted

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.





EyeSystems

Mary E. Schmidt has no financial interests to disclose.



No audio or video recording of presentation allowed



Be a Leader Not a Boss

Leaders:

- Create confidence
- Guide people
- Say "Let's do"
- Rely on cooperation
- Correct mistakes
- Ask questions
- Make work interesting
- Say "We"





Be a Leader Not a Boss



Bosses:

- Create fear
- Drive people
- Say "do"
- Relies on authority
- Fix blame
- Knows all
- Makes work drudgery
- Say "I"



Clearly Define Duties

70% of staff do not clearly understand what is expected of them...and are afraid to ask for clarification





Job Duties

an [Hourly/Salaried] employee

Clearly Define Duties

- Determine duties • Job descriptions
- Establish priorities
- What skills and knowledge are critical to execution of duties

Meet one on one with staff



Determine job titles

- Front Desk Coordinator
 Tech
 Opticion
- Optician
 Contact Lens Tech
- Office Manager
- Insurance Coordinator
- Team Leader
- Communication Director
- Troublemaker...



Your Staff

• Write down the name of each team member and give them a title

EyeSystems

Effective Training

HELP

• 50% of staff say they don't feel properly trained to perform their duties

• How do you train?

EveSystems

Poor

D Average

Excellent

Effective Training

• Determine performance deficiency

- Why does it exist?
- How to fix?
 - Mentor shadow
 - Classroom
 - Text books
 - Auditory Visual Tactile

Follow-up weekly - critical

EveSystems

Value of Good Employees

Fewer than 30%

of supervisors have performance objectives for their team

EyeSystems

Value of Good Employees

• How do you plan performance objectives?





Performance Agreement

- S Specific
- M Measurable
- A Agreement with the team member
- R Rewarded
- T Time defined
- E Encouragement
- R Related to practice goals



- Vague
 - Work harder
 - Make patients happier
 - Save money

- SPECIFIC
 - Increase revenue
 - Fill appointment book
 - Reduce inventory

• Be a team player

• Arrive on time



EveSystems

OGR

PERFORMANCE AGREEMENT

• MEASURABLE

• Increase revenue by 10%

- Ask every patient if family members need appointments
- Decrease frame inventory to volume one quarter our patient volume
- Arrive 15 minutes before the first scheduled patient

EveSystems

o AGREEMENT

• Staff agreement

Commitment or De-motivated

 Remember to motivate and involve staff in the process

EveSystems



- Aim high but reasonable
- Evaluate staff:
 - Experience
 - Training
 - Previous behavior
 - Demonstrated capabilities



Increase revenue by 10% Each month - 11/30

TIME DEFINED

Ask every patient if family members need appointment
 Daily report volume at 1/30 meeting

 Decrease frame inventory to volume one quarter our patient volume December 31

 Arrive 15 minutes before the first scheduled patient Effective immediately

EveSystems

• TIME DEFINED

• Daily check in

• Weekly report

Monthly meeting



EyeSystems

PERFORMANCE AGREEMENT •ENCOURAGEMENT



EveSystems

• RELATED TO PRACTICE GOALS

• Mission Statement

Goals





VS.

• How is your practice different

• The more staff understand the value of what they are doing, the more motivated they are to do well.



How do you get it all done?



EyeSystems

Monitoring

- Direct observationStop
- Time logsLook
- FeedbackListen

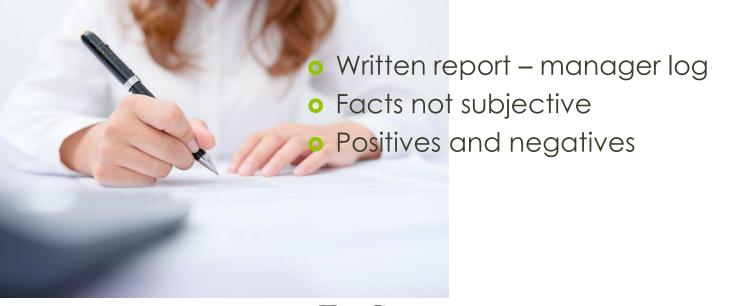


EyeSystems

Monitoring

Documenting





EyeSystems

Monitoring



• Feedback to employee

- Frequency
 - o Daily
 - Weekly minimum

- Rewards
 - Autonomy
 - Responsibility
 - Flexible schedule
 - Awards
 - Gifts
 - Money





Monitoring



EyeSystems

Results

• The value of a job well done

Patient satisfaction

Practice growth

Pleasant work environment