Creating Perceived Value
-Pete Hanlin, ABOM
EssilorLuxottica

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Outline

Value Perception Drivers
- Quality
- Service
- Level of Need (Desire)
- Convenience
- Price

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Perception of Value

$$VALUE_p = \frac{Q_p + S_p + N_p}{C_p \times P} =$$

Value is a perception not a calculation. Value is something people feel, not something we tell them they get

— Simon Sinek —

AZ QUOTES

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Perception of Value

$$VALUE_p = \frac{Q_p + S_p + N_p}{C_p \times P} =$$

OMG that is sick AF!

That is really cool...

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Perception of Quality

>**66%** of eye **exams** in the US are provided by
private practitioners

The personal **brand**
(doctor's name) is important.

Dr. Gregory House, OD   princeton plainsboro optometry

PATIENTS TRUST THE **BRAND**!

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Perception of Quality

BRANDS drive quality perception!

The typical grocery store has over 35,000 items-
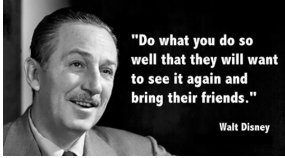*so how can you get all your shopping done in 60 minutes?!?*

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Perception of Service

Service is all about the **experience**...

...is it **special**?
...is it **enjoyable**?
...is it **consistent**?

...does the experience **differentiate**?

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Perception of Service

...let patients know who YOU are!

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Perception of Service

Differentiated service is perhaps the most cost-effective way to increase value perception...

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Service vs. Convenience

What service provider will an American woman retain even if she moves 20-25 miles away?

Hair Stylist

Bank?
Mechanic?
Dentist?
Grocery Store?

Would she drive 25 miles to continue seeing you???

What % of your patients live in your zip code?

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Perception of Need

Need has a HUGE effect on the perception of value…

Human behavior flows from three main sources: desire, emotion, and knowledge.
— Plato —
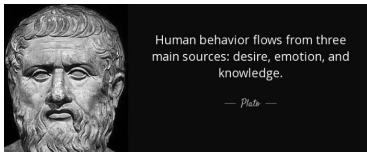
…consumers pay for things they *"cannot do without!"*

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Perception of Need

The key is to gain _trial_!

REGULAR SUNGLASSES   POLARIZED SUNGLASSES

95%

…consumers pay for things they *"cannot do without!"*

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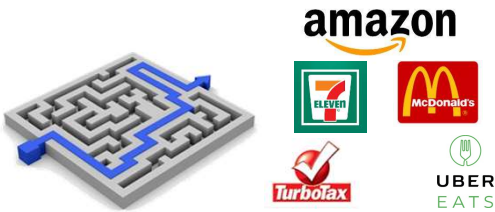
Perception of Convenience

Convenience can be a primary value proposition…

amazon

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Perception of Convenience

Consumers do NOT like choices (we **SAY** we do, but we **LIE**)…

"Just give me what my insurance covers," is often a
decision avoidance maneuver.

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Price

Price is the lowest common denominator- it comes into play when there is <u>no other differentiation</u>…

Price is always <u>part</u> of the equation…

…*differentiate* and it becomes a <u>smaller</u> part!

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Perception of Value

Perception of Value
- **Quality** (How will I brand my name and my recommendations?)
- **Service** (How will visiting my practice be special?)
- **Level of Need** (How will I gain trial?)
- **Convenience** (How will I make being my patient easy?)
- **Price** (How often will it come up? Hmm…)

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