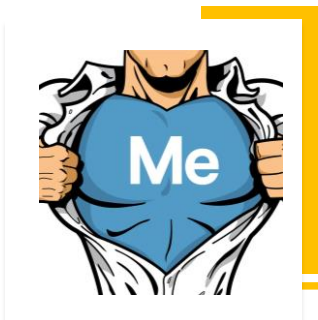


It's Not About You!

(What about the patient?)

Robin Brush, ABOC
Training and Education Manager



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Robin Brush has received honorarium from Safilo Group.

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- Specialty: Optical
- ABO Certified Optician - over 27 years
- Ophthalmology/Optomety
- Manager/Buyer
- ABO certified speaker



3

Agenda:

- Me, Me, Me!
- Distractions
- Emotional Connections
- Asking Questions



4



Time of death...12/2020

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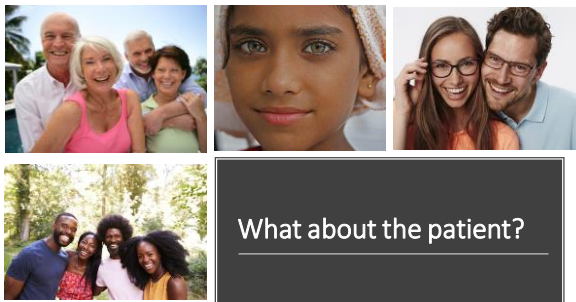
In SELF-ie Obsessed World

- We are addicted to instant gratification with positive feedback of shares and likes about our posts.
- National Selfie Day
- #selfie 442 million posts (2.2021)
- 2011 to 2019, 259 people died worldwide in 137 selfie-related accidents compared to just 50 people killed by sharks.

*Journal of Family Medicine and Primary Care India



6



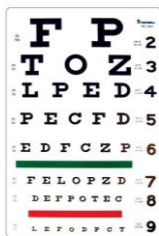
What about the patient?

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What's should be the main focus of your office?

Patient Care

What happens to patient care when employees are distracted?



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TOP Distractions

- Social Media
- Smartphones
- Media
- People

9



Distractions of the 80's

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Social Media

- We have developed FOMO with social media (Fear Of Missing Out)
 - 56% of internet users believe they'll miss something important if they don't regularly check their social media platforms
 - 27% of internet users log in to their platforms first thing after waking up

In an average adult's lifetime, how long do they spend on social media?
6 and a half years!



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Social Media

- The distraction is REAL. Up to 80% of the time employees are online at work has *nothing to do with work.*
- Highly addictive and can negatively impact your work performance and productivity
 - greater risk of mistakes and loss of confidential data

Are your employees checking social media while working?



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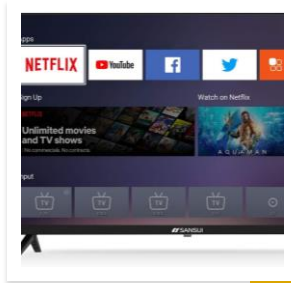
Media

- traditional television
- television connected devices
- video on computer
- video focused apps

Average adult spends how much time per day watching some form of media?

6 hours a day!

Do your employees stream while at work?



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Smartphones

- the average adult checks their phone up to 63 times a day
- the average adult's screen time is 5.4 hours/day
- 13% of millennials screen time exceeded 12 hours/day
- millennials spend an average of 48 minutes a day texting
- baby boomers average screen time 5 hours a day.



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Smartphones

Nomophobia

- "No-Mobile-Phone Phobia": the fear of being without your mobile device
- 53% of mobile phone users experience **ANXIETY** when they lose their phone, run out of battery, or lose of cell coverage
- Anyone experience this anxiety before?
- How does this anxiety affect employees in the workplace? Your patients?



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Smartphones in the workplace

How Big is the Problem?

- 55% of distractions at work are caused by smartphones
- 75% of employers say that 2+ hours are lost everyday due to distractions

Top 4 reasons employees use their phones at work:

- 65% messaging
- 51% checking the weather
- 44% checking the news
- 24% games/social media.



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Pavlov's Experiment?

- In the 1890's, Russian scientist Ivan Pavlov's conditional response experiment involved sounding a bell while presenting food to a dog, which caused stimulation of saliva in the dog's mouth.
- Are you Pavlov's dogs??
 - Your Smart Watch buzzes what do you do?
 - Do you check your Smart Watch while with a patient?
- This was a problem for me. I switched to a watch except when in the airport/plane.



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Smartphones

Smartphone work balance and putting the focus back on our patients

- Do you allow your employees to have their cellphones at work with them?
 - 1st impulse may be to ban all cell phones while at work
- Instead, have a cell phone policy in place
 - in writing, explain the reason for the rules and disciplinary action
 - managers lead by example
 - take a lap.



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People

- Life Suckers: (Hoovers)
 - you don't have to see them to know they're there. You can feel them!
- May seem normal at first, then they pull stunts to get other's attention.
 - throwing trays in the lab
 - slamming down the phone
 - constantly late because of drama
 - (external people) hack the school system
- If ignored, we force the other employees to change their behavior to retain the peace



What are you doing about your people distractions?

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WHAT'S YOUR PLAN



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Emotional Connections

- Hearing vs Listening
- Body Language
- Types of Salespeople

21



"Can you hear me now?"

My wife just stopped and said, "You weren't even listening were you?"
I thought... "that's a pretty weird way to start a conversation?"

Most people do not listen with the intent to **understand**. Most people listen with the intent to **reply**.
- Stephen R. Covey

Hearing vs Listening

How does it affect patient care?

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Hearing vs Listening

Ever asked someone a question and forgot to listen to the answer?

Why do we do that?
Heard but didn't listen.

Difference between hearing and listening?

- Hearing is simply receiving sound vibrations while listening is observing other's behavior that can add meaning to the message
- Hearing is part of your 5 senses, while listening is a **choice** to hear and analyze what you hear
- Listening can build better relationships with others while hearing can not

How can you change to be a better listener to your patients?



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Body Language

How are you portraying yourself to your patient?

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Body Language

Within the first seven seconds of meeting someone, people will have a solid impression of who you are. Research also suggests that a tenth of a second is all it takes to determine trustworthiness.

Who is the first impression of your practice? Reception, Optical?

Most of what we say to a patient is non-verbal. It's what you DON'T say that counts!

Body signs you're NOT listening:

- multi-tasking (Smart Watch)
- looking around the room
- lack of eye contact
- staring at your phone or tablet
- fidgeting your arms
- furrowed brow and a scrunched-up face
- slumping in your chair
- not smiling (masks?).



istock.com

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Body Language

Signs you ARE listening:

- not multi-tasking
- turn body towards patient
- making eye contact
- leaning forward
- nodding your head
- legs uncrossed with arms open
- genuine smile
 - masks?.



photo123.com

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Body Language

Your body language matters even when you're on the phone!

- eye rolling
- crossed arms
- banging head on desk
- throwing head back
- head resting on hand
- jabbing your eye out with your pen

You never know who is watching!



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Types of Sales People

What type of sales person are you?
You have TWO ears and ONE mouth for a reason!

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Types of Salespeople

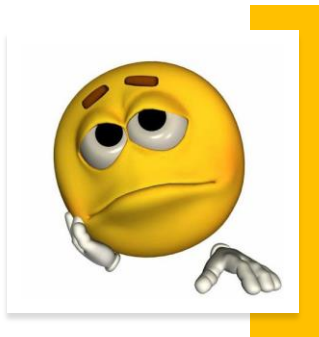
- 1. NO ears and ALL mouth**
 - I tell all of my personal business
 - one-upper
 - I don't ask patients lifestyle questions because I know what's best for them
 - Talk over people to make my voice heard
 - Patient tells me they don't like dark colors and I choose dark frames for them to try on – not listening
 - My adjustments take 45 minutes because I won't stop talking!



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Types of Salespeople

- 2. One Size Fits All**
 - What? This frame works for everyone.
 - 92 times January to August
 - \$5 if you sell it again!
 - "Take a look around and let me know if you find anything you like."
 - I'm clueless about the brands I sell
 - My body language says I'd rather be anywhere but here right now
 - I mean, aren't all frames basically the same?

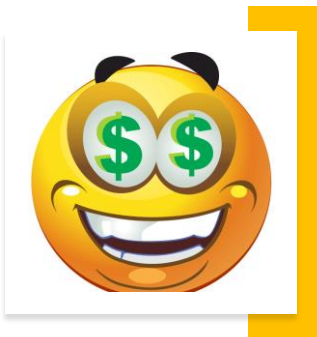


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Types of Salespeople

3. All I see are DOLLAR signs

- It's all about me and how much money I can make
- I'm a legend in my own mind!
- I'll make any deal.. shady or otherwise
- I *push products* on my patients for my financial benefit not the benefit of the patient
 - I would sell a 1.67 hi-index to a .50 patient in a plastic frame!



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Types of Salespeople

4. Personal Optician

- I LISTEN twice as much as I talk
- I have "club members"
- I'm emotionally invested in my patient (100%)
- I remember details about my patients
- I may not feel it, but to my patients I'm excited to be here!
- I know three fact, fun, facts about all of my brands
- I display body language of a listener.



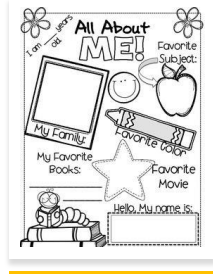
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Asking Questions

Why it's important.
Get to know your patients.

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||| Tell me about you...



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|| Asking Questions

Why is asking your patient questions so important?

- Helps you to uncover the challenges they're facing and generate better solutions to solve problems (exam room)
- If you're asking questions, you're not *rushing into* an answer
- If a patient becomes overwhelmed by too many choices, they will leave. Questions narrow the selection process
- Shows you care. Connecting emotionally.



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|| Asking Questions

When you ask questions, ideas now become the patient's and not yours.

- Questionnaire (the what?):
 - read a lot
 - close up work
 - computer work
- Activities you participate in: (multiple pairs)
 - boating/fishing
 - golf
 - driving
 - gaming
 - sports.



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Asking Questions

What is the difference between an open-ended question and a closed-ended question?

- the amount of information that you'll get in the answer
- Examples:
 - "Did you want to look for glasses today?" No
 - "Were you thinking of getting new glasses today?" No
 - "Did you want something similar to what you have?" Sure

Let's look at how to ask open-ended questions.



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Asking Questions

Open-ended questions...

- What activities are you a spectator or participate in on weeknights and weekends?
- How many screens do you work on?
- Tell me about how night driving affects your vision?
- What do you currently use for sunglasses?
- (Mom, Dad) What will happen if ___ loses or breaks his/her only pair of eyeglasses?



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Asking Questions

What about sale-sabotaging questions?

- "What did you love about your glasses?"
 - What don't you like about your current glasses?
- "I know you've been here a while. Did you want to come back when you have more time?"
- "Did you want to take your prescription with you or look around?"
- "You have ___ insurance. Were you just wanting what's covered?"
- "Did you know you're not eligible for a new frame this year?"



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Remember..

- Distractions are part of life but they should not be allowed to interfere with patient care.
- Emotionally connect with your patients with positive body language and listening twice as much as you talk.
- Asking questions helps uncover challenges and generates better solutions to solve issues.
- It's not about you!

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It's Not About You! (What about the patient?)



Robin Brush, ABOC
Training and Education Manager

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