



Practice Assessment

Purpose: This comprehensive questionnaire has been developed by VISX® BDMs to a) establish baseline information about your practice and b) help you assess how well your practice functions in the key areas critical to the success of an LVC practice.

Instructions: Complete the assessment in its entirety, answering questions as thoroughly as possible.

Practice name: _____ Date: _____

Laser Center name: _____ Serial no.: _____

City: _____ State: _____

Part one — Practice information

Basic information

- A. Doctor's name(s) _____

 Subspecialty _____
 LVC phone line _____
- B. Our business model is: (check all that apply)
 - General ophthalmology
 - Specialty ophthalmology
 - Other (please describe) _____
- C. Volume and pricing:
 - Average volume/mo last year _____
 - Current volume/mo _____
 - Desired volume/mo next year _____
 - Current pricing _____
 - Facility fee _____
 - OD co-management fee _____
- D. In volume, our practice is #_____ in our marketplace.
- E. Average number per month of:
 - Leads _____
 - Consultations _____
 - Exams _____
 - Procedure _____
 - OD referrals _____
 - Word-of-mouth referrals _____
 - Other (please describe) _____
- F. We receive payment by:
 - Self-pay (%) _____
 - Insurance (%) _____
 - Financing (%) _____
 - Internal financing (%) _____
 - Other sources (%) _____

Practice Assessment

D. Our ads, brochures, video, web site, etc., look and feel like part of the same campaign:

- Yes
- No

E. The major claim in our advertising and marketing is: (check one)

- Low price
- Doctor's experience
- Easy/pleasant patient experience
- Other (please describe)

The headline of our ads reads:

The cover of our brochure reads:

Our patient materials folder says:

Our phones are answered with this phrase:

Lead generation/advertising:

Seminars

A. We schedule seminars every _____ weeks/months.

B. The major elements of our seminars are: (briefly outline)

C. _____ conducts the seminar.

D. _____ people typically attend a seminar.

E. _____% of seminar attendees convert to consultations.

Practice Assessment

Part two — Marketing (continued)

Budget

- A. We have an advertising budget or plan, or we advertise in response to a drop in leads
 Budget/plan for ads Advertise as needed
- B. Our current monthly budgets for:
Advertising space (radio time, newspapers, etc.)

- Marketing support materials (brochures, handouts)

- Professional fees (ad or brochure development)

- LVC sales, marketing, and patient experience

- C. We determine our budget for LVC advertising and marketing expenses using:
 Last month's numbers
 An annual plan
 Other (please describe)

- D. We include the following when planning our LVC marketing budget: (check all that apply)
 LVC coordinator salary
 Other staff salaries
 Advertising time/space (radio, newspapers)
 Marketing materials (brochures, gifts)
 Ad development
 Web site development and management
 Sales and communication training
 Seminars
 Diagnostic testing
 Referral building activities/program
 Special events
 Corporate outreach program
 OD program (education/training)
 Other (please describe)

Lead tracking

- A. We have a lead tracking database in place:
 Yes No
- B. We use the lead tracking database:
 Always Mostly Randomly
 Virtually never
- C. Our top four sources of leads are:
(rank from 1 to 4, where 1 = strongest)
____ Referrals
____ Print ads
____ Radio ads
____ OD network
____ Events
____ Web
____ Other (please describe) _____
- D. We use the following vehicles to communicate with prospective LVC candidates in our database:
(check all that apply)
 Phone call
 Letter
 Newsletter
 E-mail
 Fax
 Invitation to event
 Other (please describe)

- E. Our cost per lead is _____.

Practice Assessment

Part three — Patient processing

Competition

A. Our top three competitors:

Name of practice _____

Ranking by volume _____ Distance _____

Brand positioning _____

Price points _____

Other LVC centers _____

Name of practice _____

Ranking by volume _____ Distance _____

Brand positioning _____

Price points _____

Other LVC centers _____

Name of practice _____

Ranking by volume _____ Distance _____

Brand positioning _____

Price points _____

Other LVC centers _____

Staff skills

A. Everyone who comes in contact with our patients has had training in LVC communication skills and key messages:

Yes No

B. Our LVC representatives have attended: (check all that apply)

VISX University® Seminars

Fast Track Courses

Other (please describe)

C. Our LVC representatives are skilled and trained in: (check all that apply)

LVC basics

Phone etiquette

Phone sales

Patient database entry/tracking

Handling objections

Closing

Other (please describe)

D. Our LVC telephone line is usually answered by:

The person nearest the phone

A member of the LVC staff

An LVC representative with training in phone skills and prospect management

E. Our LVC staff have the following support materials at their fingertips: (check all that apply)

LVC reference information

Practice reference (doctors' cvs, hours, etc.)

Sales script

Frequently asked questions (FAQs)

Reference sheet for handling objections

Prospect/patient database

Other (please describe)

F. We have refractive team meetings:

Yes No

Practice Assessment

Part three — Patient processing (continued)

Consultations

- A. We use the following four-step consultation model:
Arrival, diagnostic testing, Q&A, closure
 Yes No
- B. Patients wait an average of _____ minutes after their scheduled start time for their consult.
- C. A prospect speaks with the following number of staff members in the course of a consultation:
 One Two Three Four > Four
 It varies
- D. _____ percentage of consultations schedule a procedure.
- E. Our follow-up program for LVC candidates who did not schedule is:

Patient experience

- A. We do patient satisfaction surveys:
 Yes No
- B. From a patient's point of view, our office looks:
(rate: 1=old/dark/cheap/drab; 5 = new/stylish/spotless/ bright)
1 2 3 4 5
- C. The first interaction patients have with our front desk is:
 Greeting, welcome, explanation of what's coming up
 Greeting, clipboard
 Request to sit and wait for someone to come out
 Varies
 Other (please describe)

- D. Patients have to wait more than we would like them to:
 Always Often Rarely Never
- E. The thing patients complain about most often is:

- F. The thing patients most often compliment us about is:

Practice Assessment

Patient follow-up and referrals

A. Our follow-up protocol includes the following (check all that apply)

Calls/Letters

- Evening after procedure
- Next day
- Next week
- Month
- Six months

B. List three ways that you show patients your appreciation:

C. Do you ask patients for referrals?

- Yes No

If so, please describe how and when:

D. What percentage of patients refer? _____

E. What percentage of your LVC patients have been referred to you? _____

