

## Rehearsing LVC Calls: Exercise 1

- What is it?** Brainstorming/role-play session where individuals talk through fictitious calls in a group setting.
- Purpose:** Create a team effort, define/redefine your call process, assess the educational needs of your staff, and identify problem areas.
- Materials:** Call scenario sheet, plus the call-handling support materials you typically use in your practice. (Don't forget goodies for the participants!)
- Preparation:** Separate the call scenarios and place them in a hat to be drawn at random during the session. Arrange a table of current resources and tools for use by the participants.
- Tips for success:** Make learning a fun, bonding experience as you rehearse your call process. If rehearsing during lunch or after hours, get the doctor to spring for pizza! Lottery tickets or a goodies grab bag are inexpensive 'carrots' to break the ice with participation. Decrease performance anxiety by explaining that you want imperfection in order to elicit group discussion. Having play phones and arranging chairs conducive to the scenario helps to set the mood!
- Instructions:** The Laser Vision Coordinator will act as the group facilitator. Appoint someone to act as the scribe, as this will be a fast-paced brainstorming session and you will want to capture those ideas on paper!
- Start by reviewing the purpose of the meeting. Next, talk through your first call scenario as a group (see suggestion below), and discuss the process and any issues that come up.
- Then have teams of two persons draw a call scenario at random from the hat. One person will pose as the prospective patient, while the other will pose as the staff member. The facilitator will read aloud the scenario to the group. Discuss each call once it is finished being played out.
- Be sure to recap at the end of the meeting (identified problems, new ideas, plan of action, project volunteers, target dates, etc.). Follow up with an e-mail summarizing your accomplishments in the rehearsal, and set a date for a follow-up meeting with the group to evaluate implementation of action plans and make adjustments as needed.

<p><b>Group discussion scenario</b></p> <p><i>This will allow you to review some of the systems you currently have in place and open discussion.</i></p>	<table border="0"> <tr> <td style="padding-right: 20px;">Name</td> <td>Jeff Young</td> </tr> <tr> <td>Age</td> <td>24 yrs old</td> </tr> <tr> <td>Occupation</td> <td>Artist</td> </tr> <tr> <td>Scenario</td> <td>Jeff was searching the bathroom floor for his contact lens when he heard your LVC seminar advertisement on the radio. He immediately called your office to get more information.</td> </tr> </table> <p>Discuss the pattern for which LVC inquiries are handled. When the point person is unavailable to take an LVC call, what happens? Where is this information documented? What educational resources are available? How should you respond when a patient asks you something you don't know? What are some examples of 'call to action' phrases? How are after-hours inquiries handled? What is the staff perception of patient education vs. selling procedures?</p>	Name	Jeff Young	Age	24 yrs old	Occupation	Artist	Scenario	Jeff was searching the bathroom floor for his contact lens when he heard your LVC seminar advertisement on the radio. He immediately called your office to get more information.
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Make a photocopy of this page and cut the scenarios so that they are each on a separate strip of paper.

Name Ed Steel  
Age 36 yrs old  
Occupation Orthodontist  
Scenario This patient is calling on his cell phone and has a low battery. He heard your radio ad and, having remembered your catchy number 1-800-I-CAN-SEE, he wants more information. With limited time, how would you 'hook' this patient? What resources have you developed to lend callers same-day gratification?

Name Sue Stein  
Age 31 yrs old  
Occupation Accountant  
Scenario Patient is 'shopping' and wants to know why she should choose your practice/surgeon for her LVC procedure, when the center across the street is advertising the price at \$500 less per eye. Can you explain why she should choose you and what value-added services you have to offer?

Name Harry Cochran  
Age 52 yrs old  
Occupation Trial lawyer  
Scenario Patient has scheduled surgery but is ready to cancel due to his frustration at playing phone tag with the coordinator. At present, the coordinator is out of the office doing a corporate 'lunch and learn' and you have three lines ringing. How should you handle this situation?

Name Clara Bartell  
Age 40 yrs old  
Occupation Your best friend!  
Scenario Clara has decided she wants to look younger and lose her glasses! She has been surfing the web for LVC information and has several questions about the different lasers on the market. She has asked specifically about the 'Flying Spot' laser. Can you help alleviate her confusion?

Name Bruce James  
Age 43 yrs old  
Occupation Bodyguard  
Scenario He is calling to learn more about laser vision correction now that his insurance covers it. He expects to get 20/20 vision like his friend who recently had it done. He has a busy travel schedule, but knows he can commit to at least three of five follow-up visits. Please assess whether this patient has realistic expectations and would be a good LVC candidate.

Name Sal Filmore  
Age 39 yrs old  
Occupation Couch potato  
Scenario Sal calls your center after reading that one of his favorite athletes has just had laser vision correction, and is now interested in taking the next step. He asks if you have performed the procedure on any celebrities or athletes. He wants to schedule a pre-op exam, but needs some direction. What is your response?