

Practicing CustomVue™ Discussions

What is it? A role play in a small group setting, where participants can get constructive feedback on handling CustomVue patient inquiries.

Purpose: This exercise will help prepare your team to answer CustomVue questions in an easy-to-understand and positive way, encouraging patients to find out more or schedule an exam.

Materials: Scenario sheet, plus any support materials, such as a frequently asked questions (FAQ) list or other job aids you use in your practice. You may also create your own scenarios that better represent your typical patients.

Preparation: Conduct this role play *after* you've determined how you will position CustomVue in your practice, and have made any necessary changes to your consulting processes and marketing efforts. Be sure that any FAQs that your team uses are customized for your practice and are up-to-date.

Instructions: Form groups of three. One person will play the role of the patient, another will be the staff member, and the third person will be an observer who will take notes and provide constructive feedback to the team when the role play is finished.

After the first role play is completed, select a new scenario. Roles should be switched in the group. Give everyone an opportunity to play a different role.

Role 1: Patient

Pretend that you are the patient described in the scenario, and have a real conversation about CustomVue. Try not to 'break character,' and do your best to finish the conversation in a natural way. Don't be afraid to ask challenging questions, as long as they are the kinds of questions a real patient might have.

Role 2: Staff Member

Pretend that you are speaking with a patient about CustomVue as described in the designated scenario. Try not to 'break character,' and do your best to finish the conversation in a natural way. Keep your messaging about CustomVue simple, truthful, and positive.

Role 3: Observer

Take careful notes on the interaction that takes place between the staff member and the patient. Note those things that are done well, as well as opportunities for improvement. Try to capture specific examples for your feedback. When the role play is finished, share your feedback with the role play participants.

WHAT NOW?

Discuss the results of the role play for a few minutes in a larger group before adjourning the practice session. Ask the team to identify difficult questions they heard, and capture these on a flip chart. Pose each question back to the group to see how they would answer it. If this is a new question that needs an official answer, promise to find the answer and share it within a set time frame (for example, 24 hours).

Practicing CustomVue™ Discussions

Make a photocopy of this page and cut the scenarios apart so that they are each on a separate strip of paper.

Age 38 yrs old
Occupation Nurse
Contact: Telephone call
Scenario: This prospective patient has never visited your practice. She has always worn glasses, but recently has been doing things to improve her appearance. She saw an advertisement in the newspaper mentioning CustomVue and how it might allow her to see better than she can with her glasses.

Age 45 yrs old
Occupation Building contractor
Contact: Telephone call
Scenario: This prospective patient first visited your practice two years ago to learn about laser vision correction but left undecided on treatment. He recently received a letter from your laser vision coordinator describing the CustomVue procedure. He says he might be interested in coming back in, but first he has some questions.

Age 50 yrs old
Occupation Business consultant
Contact: Telephone call
Scenario: This prospective patient has never visited your practice. She heard your doctor speak last week at an LVC seminar featuring CustomVue. She has a few questions and would like to come in for an exam.

Age 28 yrs old
Occupation Web designer
Contact: Standing at your reception desk
Scenario: This is a current patient who is visiting for their yearly eye exam. They wear contacts, but their dry eyes can make their contacts uncomfortable to wear. They were signing in for their appointment and noticed the CustomVue display sitting on the counter of the reception desk. They have some questions for you.

Age 36 yrs old
Occupation Tennis instructor
Contact: Standing at your reception desk
Scenario: This is a new patient who has never visited your practice. This person just started wearing glasses last year, but says 'they are a real pain' since they started their new job as a tennis instructor. As part of your normal welcome for new patients, you mention the CustomVue treatment, and ask if they would be interested in more information. They would, and have some questions for you as you get them a brochure.