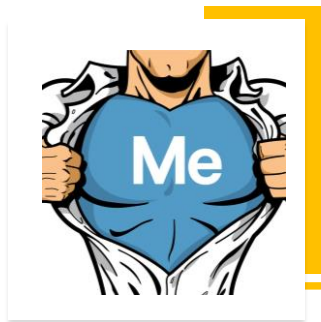


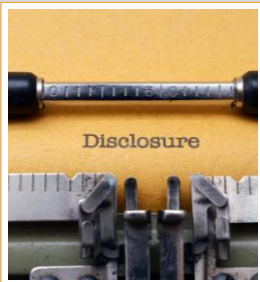


It's Not About You! (What about the patient?)

Robin Brush, ABOC
Training and Education Manager



1



Speaker Financial Disclosure Statement:
Robin Brush has received honorarium from Safilo, USA. She is the Training and Education Manager for this company.
"All relevant relationships have been mitigated."

2

- Specialty: Optical
- ABO Certified Optician - over 29 years
- Ophthalmology/Optomety
- Manager/Buyer
- ABO certified speaker



3

Agenda:

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



4



Time of death...12/2020

5

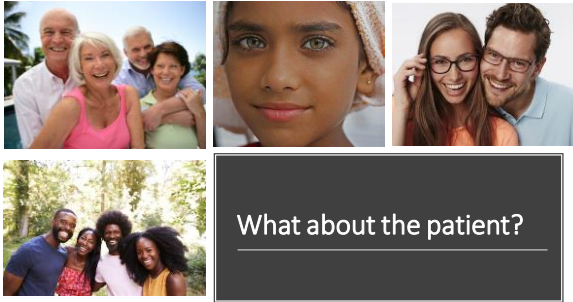
In Selfie Obsessed World

- We are addicted to instant gratification with positive feedback of shares and likes about our posts.
- National Selfie Day
- #selfie 451 million posts (2.2024)
- 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



7

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

Patient Care

What happens to patient care when employees are distracted?



8

TOP Distractions

- Social Media
- Smartphones
- Media
- People.

9



Distractions of the 80's

10

Recent Shopping Experience



Did I make a purchase?

11

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 into 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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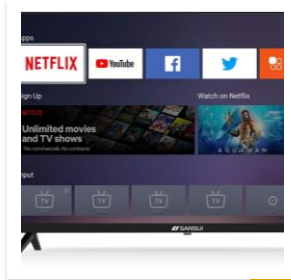
Media

- 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 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

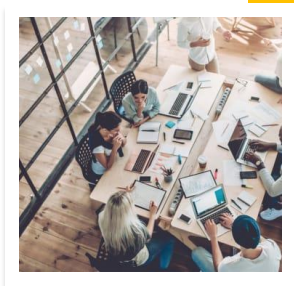
- Do you allow your employees to have their cellphones at work with them?
 - 1st impulse may be to ban all cell phones while at work
- Instead, have a cell phone policy in place
 - in writing, explain the reason for the rules and disciplinary action
 - managers lead by example
 - take a lap.



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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 are you doing about your PEOPLE distractions?

21

Emotional Connections

- Hearing vs Listening
- Body Language
- Types of Salespeople.

22

Hearing vs Listening

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

Why do we do that?
Hear 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?

- listen to their name
- listen: frame styles/colors they don't like
- listen: problems they had before.



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Body Language

How are you portraying yourself to your patient?

24

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 language signs you're NOT listening:

- multi-tasking (Smart Watch)
- looking around the room
- lack of eye contact
- staring at your phone or tablet
- folding your arms
- slumping in your chair



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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.



photo12/gettyimages.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 Salespeople

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

28

Types of Salespeople

1. NO ears and ALL mouth

- I tell all 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 sph 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 remember details about my patients
- I may not feel it, but to my patients I'm excited to be here!
- I know three fast, fun, facts about all my brands
- I display body language of a listener.



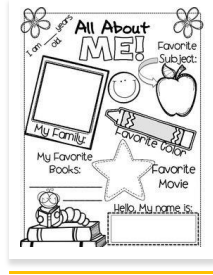
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Asking Questions

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

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||| Tell me about you...



34

|| 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 in to an answer*
- If a patient becomes overwhelmed by too many choices, they will leave. Questions narrow the selection process
- Shows you care. Connecting emotionally.



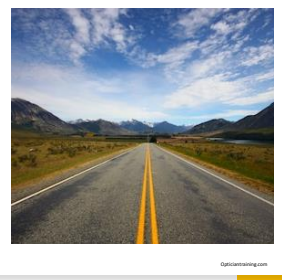
35

|| 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?"
 - "Were you thinking of getting new glasses today?"
 - "I know you've been here a while. Did you want to come back when you have more time?"

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 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?
- "You have ___ insurance. Were you just wanting what's covered?"
- "Did you know you're not eligible for a new frame this year?"



38

The rest of the story...



Too Kean
 Christian Dior
 Brown Thomas- Dublin



39



40

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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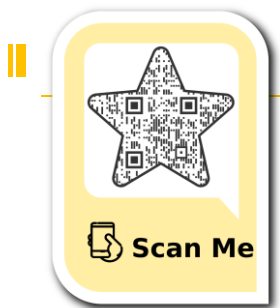
On behalf of Vision Expo, we sincerely thank you for being with us this year.

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.



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