



EyeSystems



- *Mary E. Schmidt, ABOC, CPO*
- *Mary@EyeSystems.info*
- *www.EyeSystems.info*

No audio or video recording permitted

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.



Mary E. Schmidt has no financial interests to disclose.



Be a Leader Not a Boss

Leaders:

- Create confidence
- Guide people
- Say “Let’s do”
- Rely on cooperation
- Correct mistakes
- Ask questions
- Make work interesting
- Say “We”



Be a Leader Not a Boss



Bosses:

- Create fear
- Drive people
- Say “do”
- Relies on authority
- Fix blame
- Knows all
- Makes work drudgery
- Say “I”

Clearly Define Duties

70% of staff do not clearly understand what is expected of them...and are afraid to ask for clarification



Clearly Define Duties

- Determine duties
 - Job descriptions
- Establish priorities
 - What skills and knowledge are critical to execution of duties?
- Meet one on one with staff



Determine job titles

- Front Desk Coordinator
- Tech
- Optician
- Contact Lens Tech
- Office Manager
- Insurance Coordinator
- Team Leader
- Communication Director
- Troublemaker...



Your Staff

- Write down the name of each team member and give them a title

Effective Training



- 50% of staff say they don't feel properly trained to perform their duties
- How do you train?

Effective Training

- Determine performance deficiency

- Why does it exist?

- How to fix?

- Mentor - shadow

- Classroom

- Text books

- Auditory – Visual – Tactile

- Follow-up weekly - critical



Value of Good Employees

Fewer than 30%

of supervisors have
performance
objectives for their
team



Value of Good Employees

- How do you plan performance objectives?

W O R K

S M A R T E R

N O T

H A R D E R

Performance Agreement

S – Specific

M – Measurable

A – Agreement with the team member

R – Rewarded

T – Time defined

E – Encouragement

R – Related to practice goals

PERFORMANCE AGREEMENT

- Vague

- Work harder
- Make patients happier
- Save money
- Be a team player

- SPECIFIC

- Increase revenue
- Fill appointment book
- Reduce inventory
- Arrive on time

**VAGUE TO
SPECIFIC**

How to make it real



PERFORMANCE AGREEMENT

MEASURABLE

- Increase revenue by 10%
- Ask every patient if family members need appointments
- Decrease frame inventory to volume one quarter our patient volume
- Arrive 15 minutes before the first scheduled patient



PERFORMANCE AGREEMENT

- AGREEMENT

- Staff agreement

- Commitment or De-motivated

- Remember to motivate and involve staff in the process



PERFORMANCE AGREEMENT

Rewards

- REWARDS – Recognize forward progress
 - Aim high but reasonable
 - Evaluate staff:
 - Experience
 - Training
 - Previous behavior
 - Demonstrated capabilities

PERFORMANCE AGREEMENT

○ TIME DEFINED

- Increase revenue by 10%
Each month - 11/30
- Ask every patient if family members need appointment
Daily report volume at 11/30 meeting
- Decrease frame inventory to volume one quarter our
patient volume
December 31
- Arrive 15 minutes before the first scheduled patient
Effective immediately

PERFORMANCE AGREEMENT

- TIME DEFINED
 - Daily check in
 - Weekly report
 - Monthly meeting



PERFORMANCE AGREEMENT

● ENCOURAGEMENT



PERFORMANCE AGREEMENT

- ◉ RELATED TO PRACTICE GOALS

- ◉ **74%** of staff do not understand the practice objectives

- ◉ Mission Statement

- ◉ Goals

- ◉ How is your practice different



vs.



- ◉ The more staff understand the value of what they are doing, the more motivated they are to do well.

How do you get it all done?



Monitoring

- Direct observation
 - Stop
- Time logs
 - Look
- Feedback
 - Listen



Monitoring

- Documenting



- Written report – manager log
- Facts not subjective
- Positives and negatives

Monitoring



- Feedback to employee
 - Frequency
 - Daily
 - Weekly minimum

- Rewards
 - Autonomy
 - Responsibility
 - Flexible schedule
 - Awards
 - Gifts
 - Money



Monitoring



Results

- The value of a job well done

