

# The Power of a Team First Patient Experience

**Vance  
Thompson**

**Matt  
Jensen**

# Financial Disclosures

AdOM: Consultant/Equity Owner

Alcon Laboratories: Consultant/Research

AI Optics: Equity Owner

Allotex: Consultant/Advisor/Equity Owner

Avisi Technologies, Inc: Consultant/Equity Owner

Bausch & Lomb:  
Consultant/Advisor/Research

Balance Ophthalmics: Consultant/Equity Owner/Research

BVI: Consultant/Research

Carl Zeiss Meditec: Consultant/Research

Centricity: Consultant/Advisor/Equity Owner/Research

Crystilex: Consultant/Equity Owner

CSO: Consultant

D&D Biopharmaceuticals: Consultant/Equity Owner

DeLSiTech: Consultant

Euclid Vision Group: Consultant/Equity Owner

Expert Opinion: Consultant/Equity Owner

eyeBrain Medical Inc: Consultant/Equity Owner

Eyedetec: Consultant/Equity Owner

Eyesafe: Consultant/Equity Owner

Fontana Biosciences: Equity Owner

Forsight Robotics: Consultant/Equity Owner

Glaukos: Consultant/Research/Equity Owner

Greenman: Consultant/Equity Owner

iVeena: Consultant/Equity Owner

Johnson & Johnson: Consultant/Research

LayerBio: Consultant/Equity Owner

LensAr: Consultant/Equity Owner

Lightfield Medical: Consultant/Equity Owner

Medevise: Consultant/Equity Owner

Melt Pharmaceuticals: Consultant/Equity Owner /Research

Nanodrops: Consultant/Equity Owner

Nordic Pharma: Consultant

Ocular Therapeutix: Research

Oculotix: Consultant/Equity Owner

ORA: Research

Rayner: Consultant/Equity Owner/Research

Reopia: Consultant/Equity Owner

RxSight: Consultant/Research/Equity Owner

Singular Strategies: Equity Owner

Staar: Consultant/Research

Stepwise Medical: Consultant/Equity Owner

Stuart Therapeutics: Consultant/Equity Owner

Sofia Biologics, Inc: Consultant/Equity Owner

Surface Pharmaceuticals Inc:  
Consultant/Equity Owner

Tarsus Rx: Consultant/Equity Owner

TearClear: Consultant/Equity Owner

TearOptix: Consultant/Equity Owner

TherOptix: Consultant/Equity Owner/Research

Treehouse Eyes: Consultant/Equity Owner

True North: Equity Owner

Trukera: Consultant

Vance Thompson Vision: Consultant/Equity Owner

Visionary Ventures: Consultant

Visus: Consultant/Equity Owner

2EyesVision: Consultant/Equity Owner

# Financial Disclosure

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## Matt Jensen

- Matt Jensen Marketing – Owner
  - RxSight – Consultant/ Advisor
  - Elios – Consultant/ Advisor
  - Navigate Patient Solutions – Consultant/ Advisor
  - Glaukos – Consultant/ Advisor
  - Lightfield Technology – Owner
  - FiveFour Training – Owner
  - ASCRS Foundation – Consultant/ Advisor
  - Ophthalmology Business Minute – Consultant/ Advisor
  - Ophthalmology Outliers – Consultant/ Advisor
- 

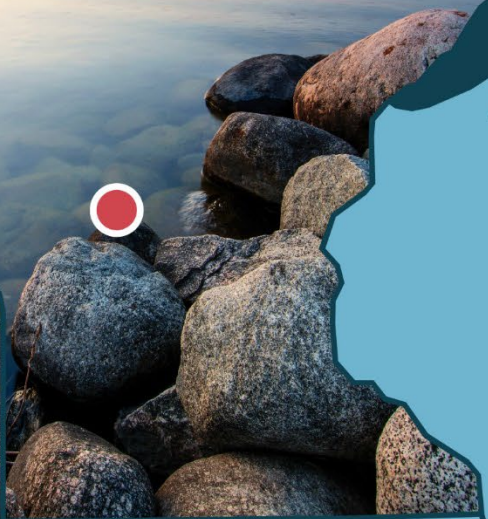
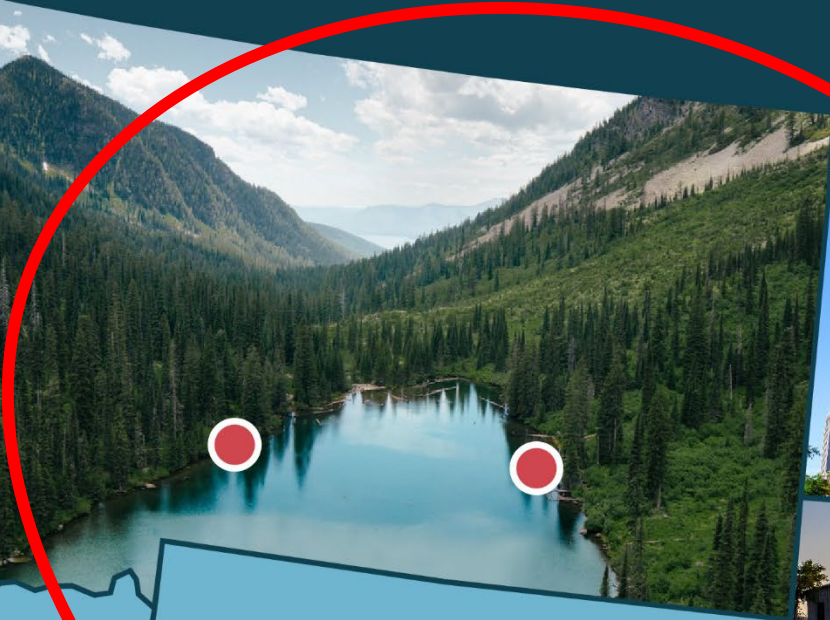
Love

Experience

Fun

Structure

Avocation







 ASCRS  
BUSINESS of REFRACTIVE  
CATARACT SURGERY  
— SUMMIT —





*How do we TRANSFORM the  
FUTURE of Team and World  
Influence for today & tomorrow ?*

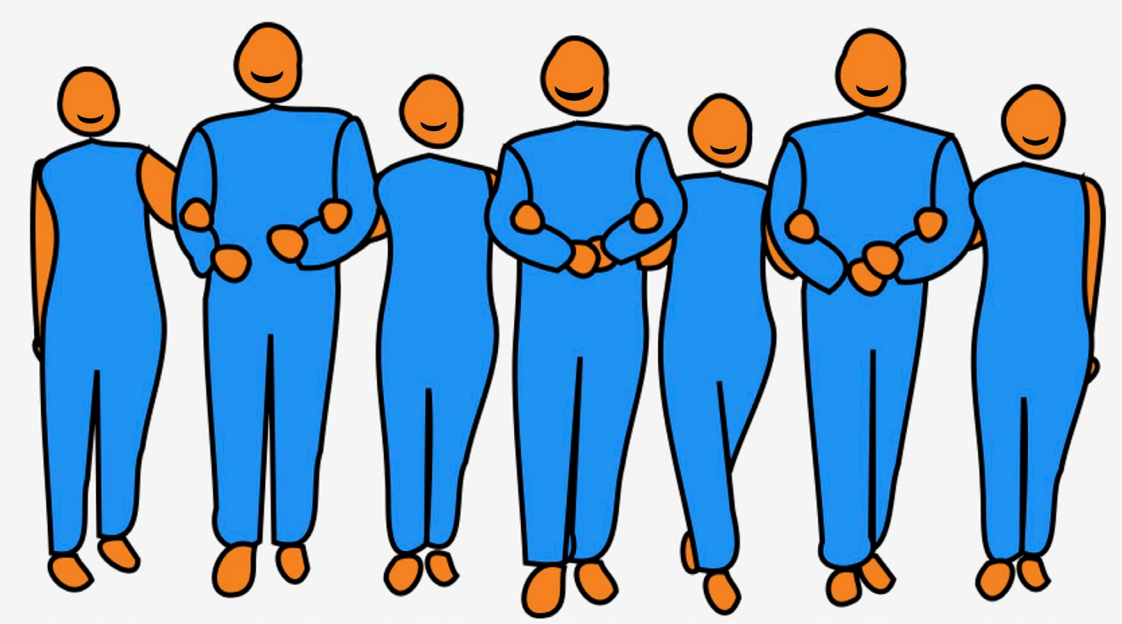
*By how we  
care for  
and  
treat  
each other.*

# A Caring Team Experience

**Step 1 Towards a  
Great Patient Experience**

# A Caring Team Experience





**Timeless**

**Progressive**



***If we love and care for each other, we  
will create an environment where  
patients feel loved and cared for***

***Vance***





# The Patient Comes Second



## HIPPOCRATIC OATH

**SWEAR** by Apollo the physician and Asclepius and Hygieia and Panacea, invoking all the gods and goddesses to be my witnesses, that I will fulfil this Oath and this written covenant to the best of my powers and of my judgment. I will look upon him who shall have taught me this art even as on mine own parents; I will share with him my substance, and supply his necessities if he be in need; I will regard his offspring even as my own brethren, and will teach them this art, if they desire to learn it, without fee or covenant.

**I WILL IMPART** it by precept, by lecture and by all other manner of teaching, not only to my own sons but also to the sons of him who has taught me, and to disciples bound by covenant and oath according to the law of the physicians but to none other.

**THE REGIMEN** I adopt shall be for the benefit of the patients to best of my power and judgment, not for their injury or for any wrongful purp I will not give a deadly drug to any one, though it be asked of me, nor will I leac way in such counsel; and likewise I will not give a woman a pessary to procure a bor But I will keep my life and my art in purity and holiness. I will not use knife, not even, verily, on sufferers from stone, but I will give place to such as craftsmen therein.

**WHATSOEVER HOUSE** I enter, I will enter for the benefit of the retraining from all voluntary wrongdoing and corruption, especially seduction of mal female, bond or free.

**WHATSOEVER THINGS** I see or hear concerning the life of i in my attendance on the sick or even apart from my attendance, which ought to be blabbed abroad, I will keep silence on them, counting such things to b religious secrets.

**IF I FULFIL** this oath and confound it not, be it mine to enjoy life and art with good repute among all men for all time to come; but may the contrary befall I transgress and violate my oath.



FIRST DO NO HARM



# The Patient Comes Second

*Culturally*



Need



# The People Experience

## *The Key to Thriving in Modern Day Practice*



Love

Experience

Fun

Structure

Avocation

E

1

F P

2

T O Z

3

L P E D

4

P E C F D

5

E D F C Z P

6

F E L O P Z D

7

D E F P O T E C

8

L E F O D P C T

9

F O P L T C E O

10

P E Z O L C F T D

11



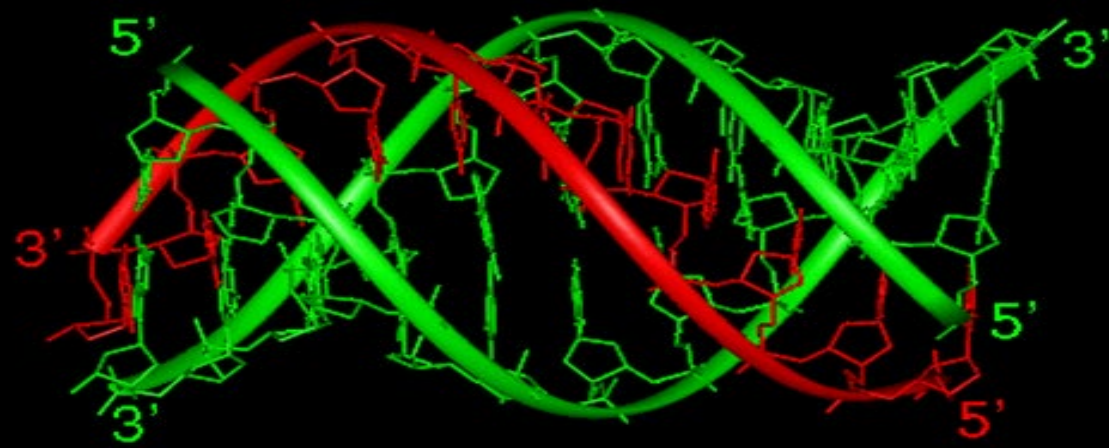






# A Customer Service Mindset





# The Experience Economy



*Work Is Theatre &  
Every Business a Stage*

B. JOSEPH PINE II  
JAMES H. GILMORE

ASCRS  
BUSINESS of REFRACTIVE  
CATARACT SURGERY  
— SUMMIT —


Foreword by Bill Capodaglio and Lynn Jackson, coauthors of THE DOWNEY WAY

**JOHN R. DIJULIUS III**

# SECRET SERVICE

HIDDEN SYSTEMS THAT DELIVER  
UNFORGETTABLE  
CUSTOMER SERVICE


More than 600,000 copies sold



# Raving Fans

A Revolutionary Approach  
to Customer Service

**Ken Blanchard  
Sheldon Bowles**



Foreword by Harvey Mackay

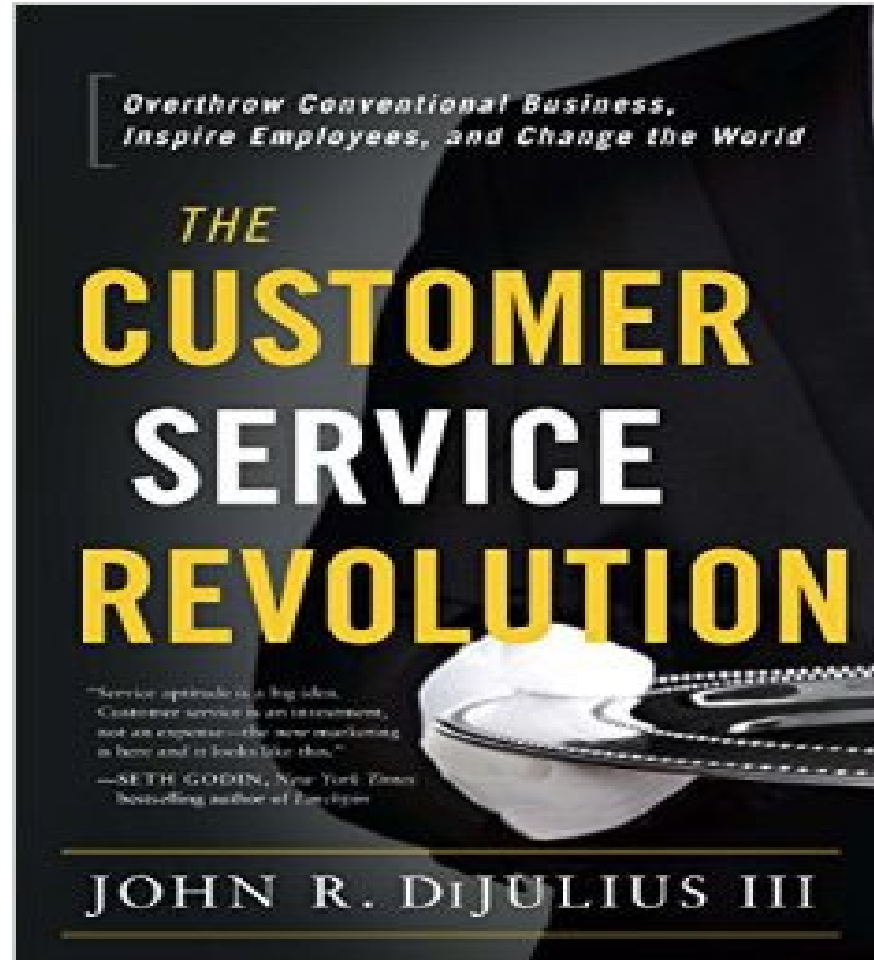
Why Certain Experiences Have Extraordinary Impact

# THE POWER OF MOMENTS

**CHIP HEATH & DAN HEATH**  
The bestselling authors of *SWITCH* and *MADE TO STICK*



**ASCRS**  
BUSINESS of REFRACTIVE  
CATARACT SURGERY  
— SUMMIT —

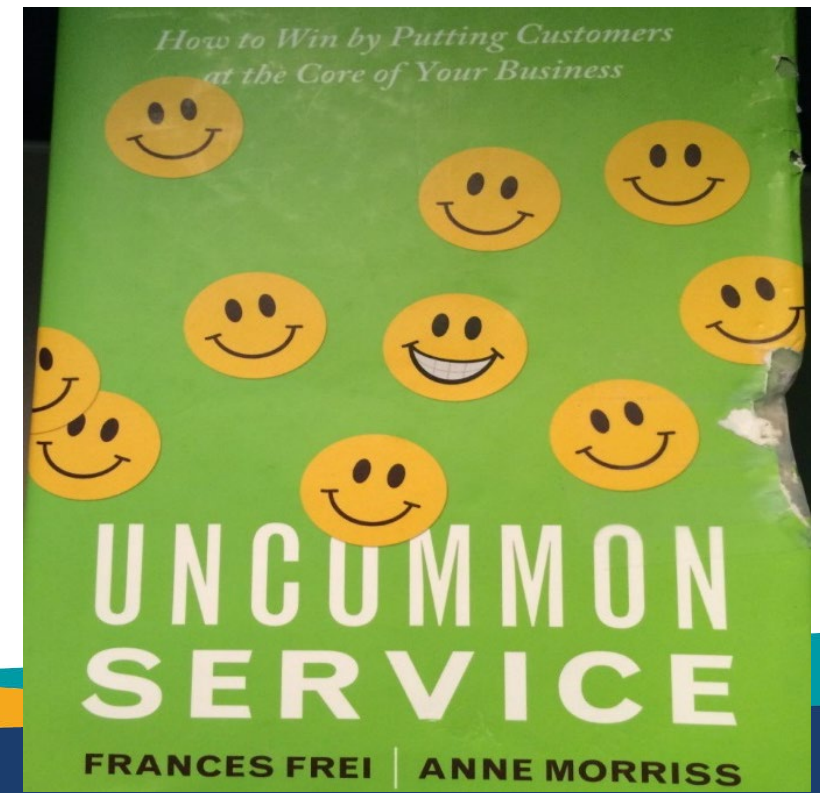


*Overthrow Conventional Business,  
Inspire Employees, and Change the World*

# THE CUSTOMER SERVICE REVOLUTION

"Service upside is a big idea.  
Customer service is an experience,  
not an expense—the same marketing  
is here and it looks like this."  
—SETH GODIN, New York Times  
bestselling author of *Linchpin*

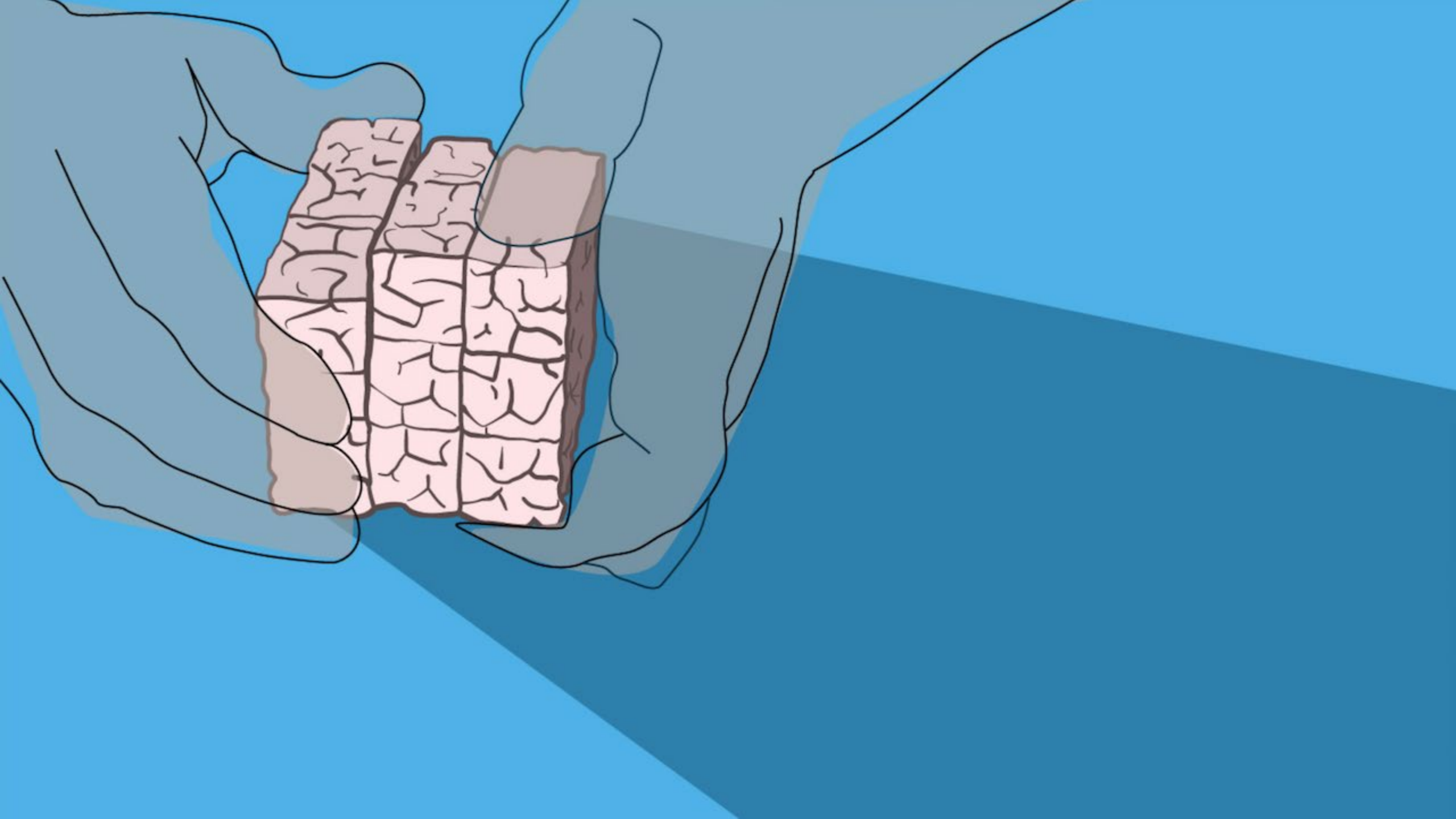
**JOHN R. DIJULIUS III**

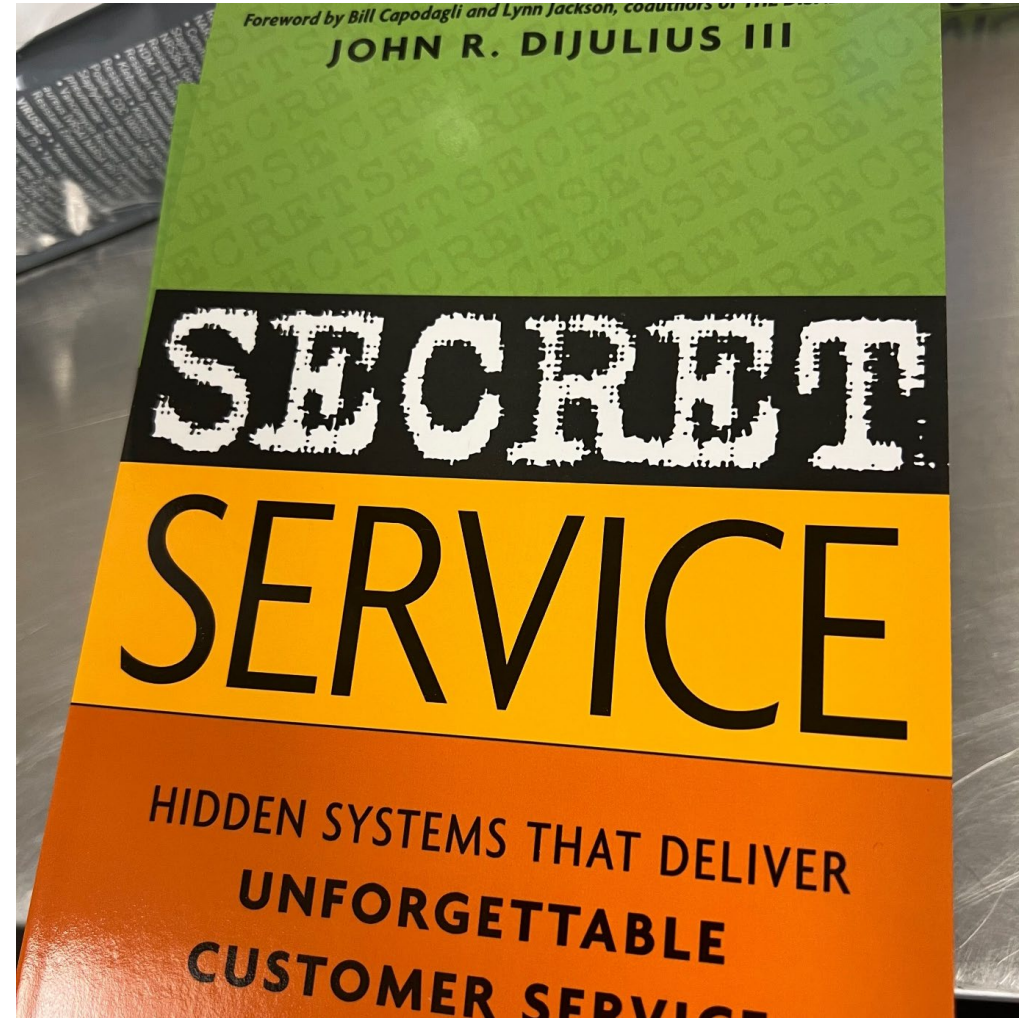
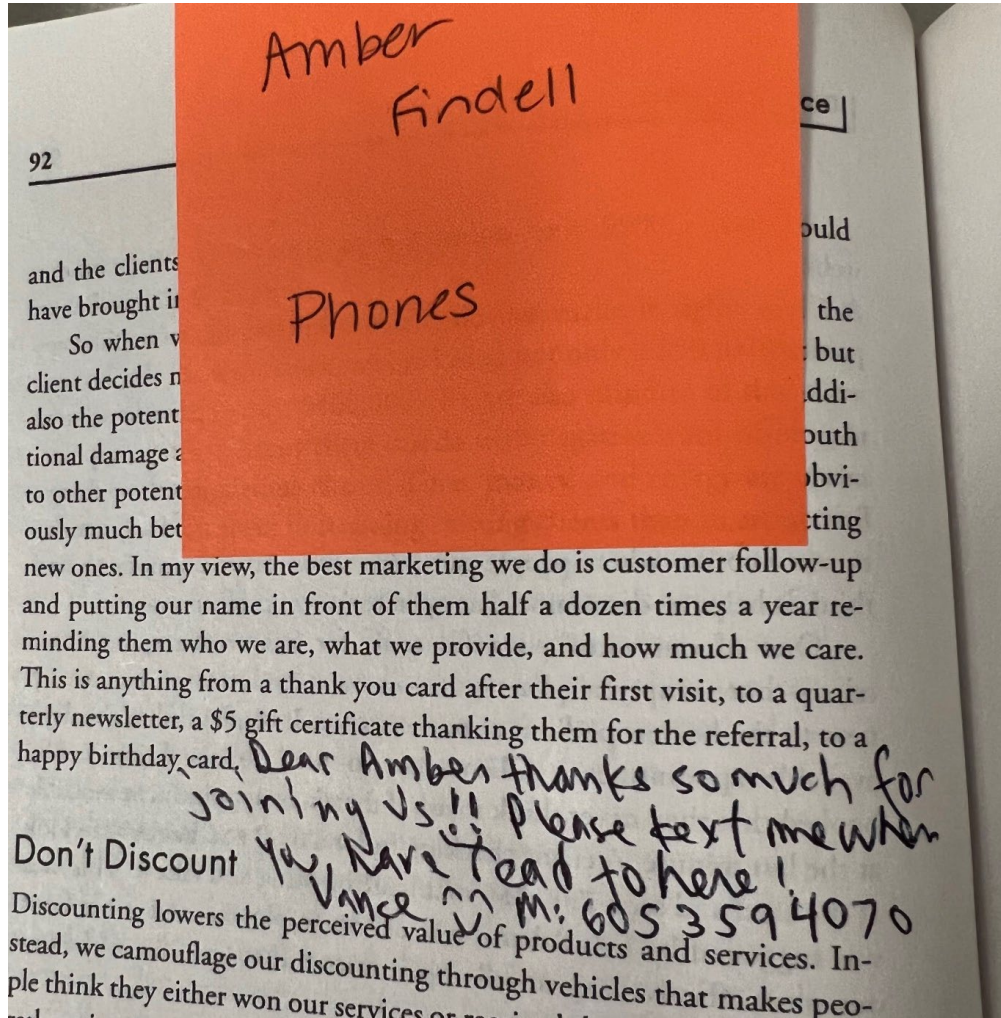


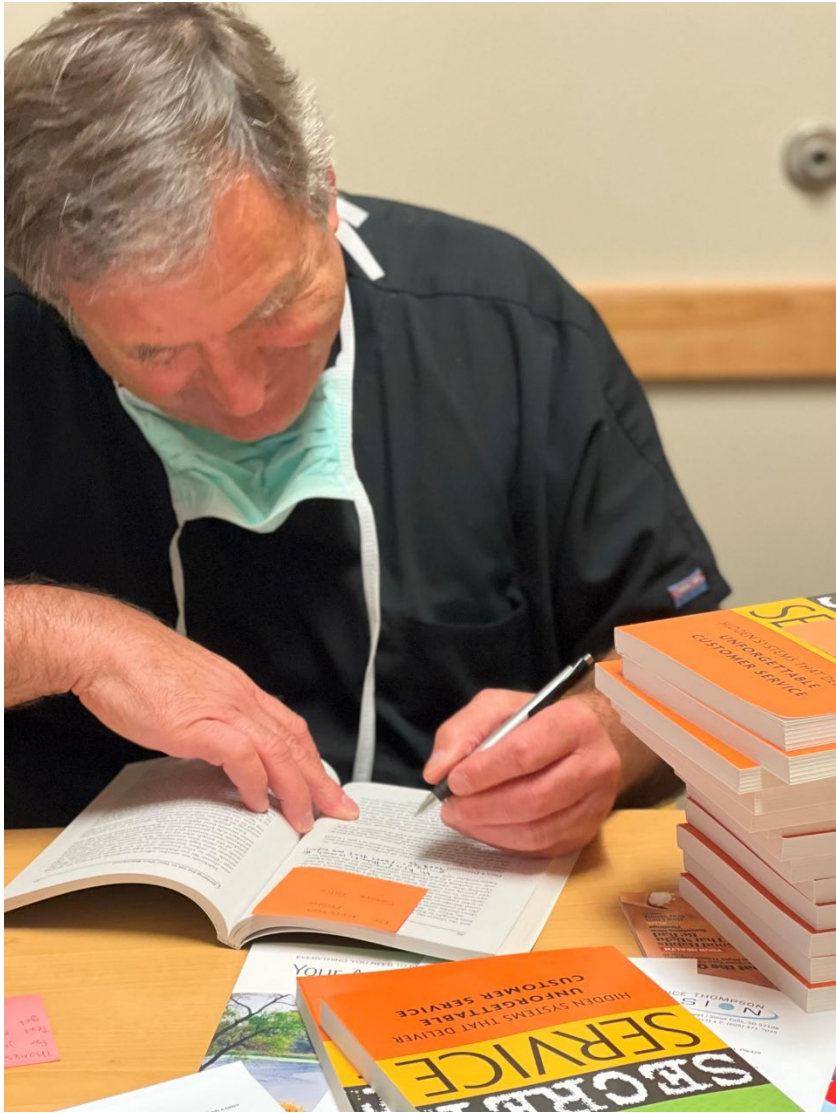
*How to Win by Putting Customers  
at the Core of Your Business*

# UNCOMMON SERVICE

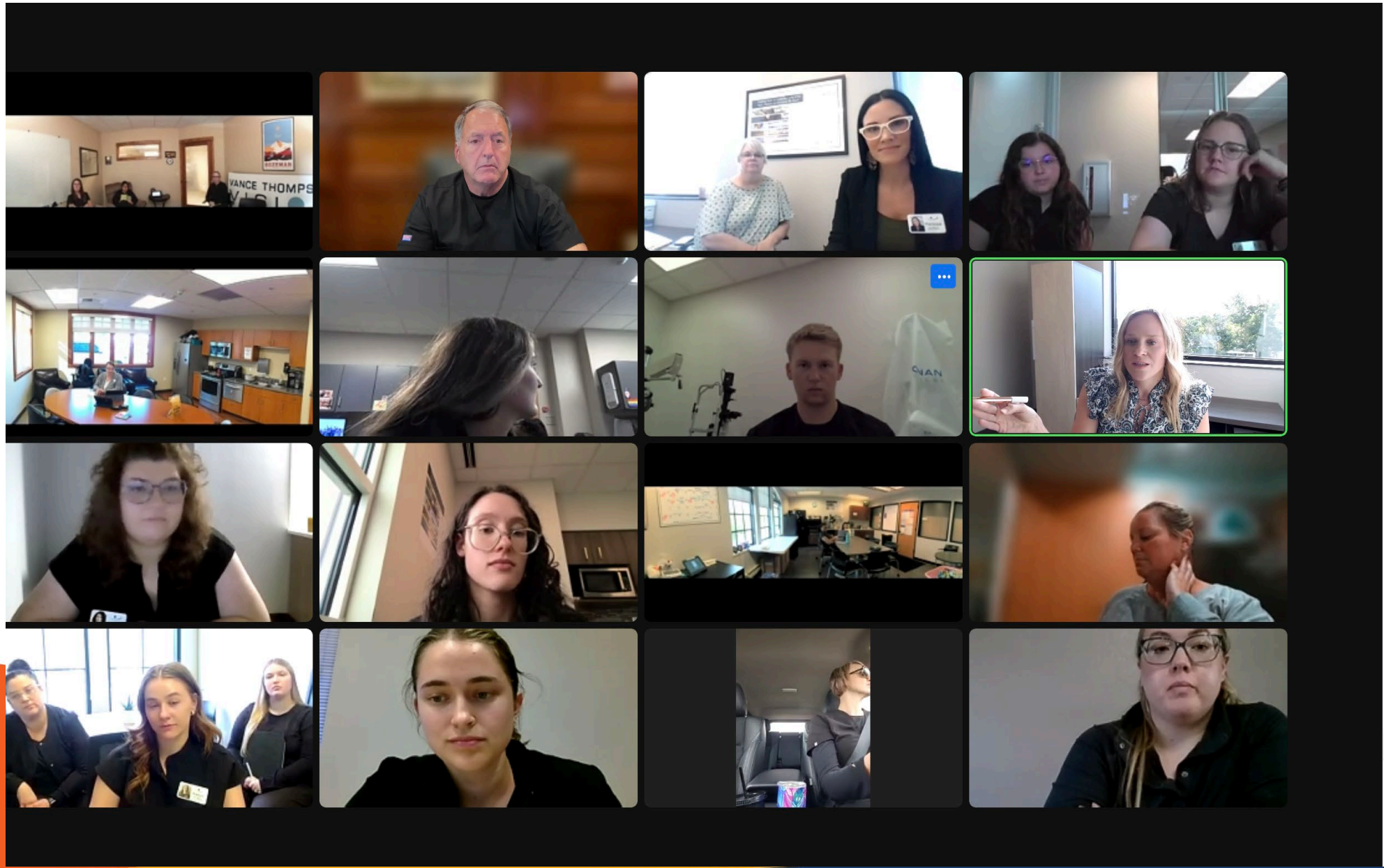
**FRANCES FREI | ANNE MORRISS**











Secret Service Book Club!

Today

iPhone joined as a guest

lens left

jess.schroeder 4:06 PM

**j** Having some issues. We are getting a new computer. Sorry!

Messages addressed to "Meeting Group Chat" will also appear in the meeting group chat in Team Chat

Amy Joy joined as a guest

jess.schroeder left

lens joined as a guest

Julie O joined as a guest

Katherine Peters joined as a guest

Rachel to You (Direct Message) 4:52 PM

**R** Thank you for taking the time to talk to us! I appreciate you sharing your experience. This is the most an employer has ever invested in me. VTV is the best! Thank you for creating such an awesome place to work!

🗨️ 😊 ...

Who can see your messages? Recording On

To: Rachel (Direct Message)

Type message here...

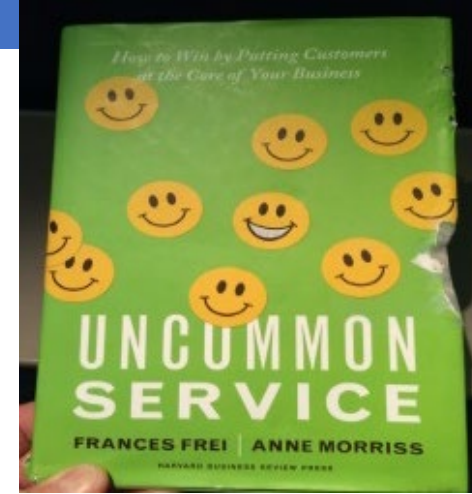




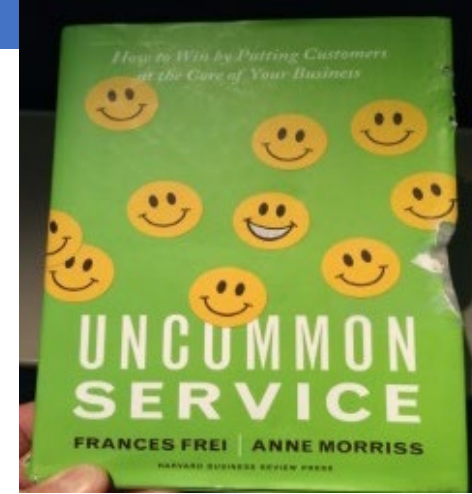
The VTV  
Experience

# Improving the Customer Experience

# Improving the Customer Experience

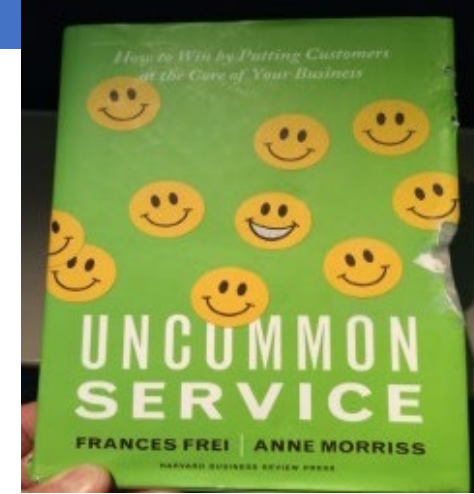


# Improving the Customer Experience



- You need to know what your customer values
- You need to know what your customer expects

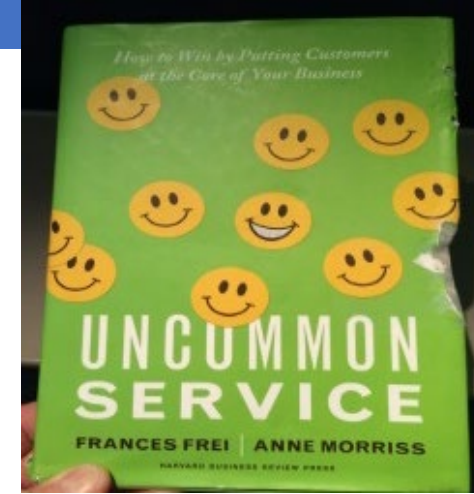
# Improving the Customer Experience



- You need to know what your customer values
- You need to know what your customer expects

Motivator

# Improving the Customer Experience



- You need to know what your customer values

Motivator

- You need to know what your customer expects

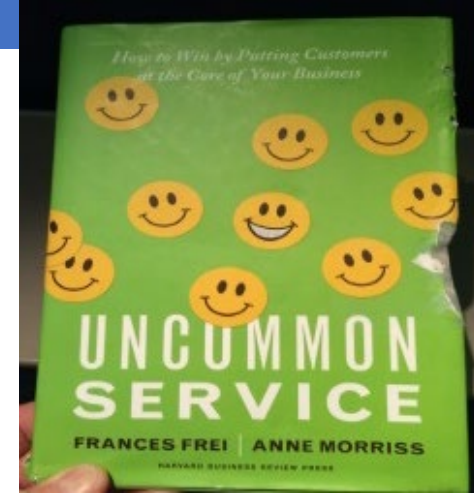
Hygiene Factor



# Improving the Customer Experience

Hygiene Factors

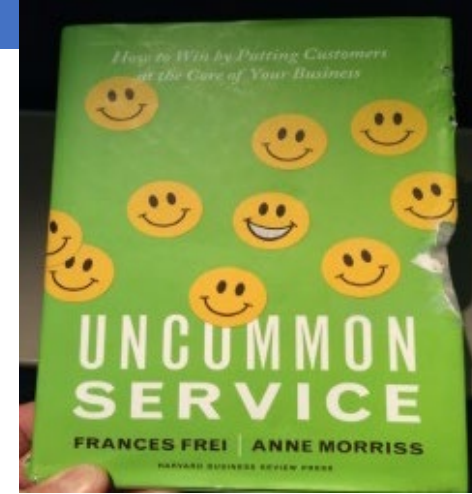
Motivators



# Improving the Customer Experience

## Hygiene Factors

- Technology
- Talent
- Experience



# Improving the Customer Experience

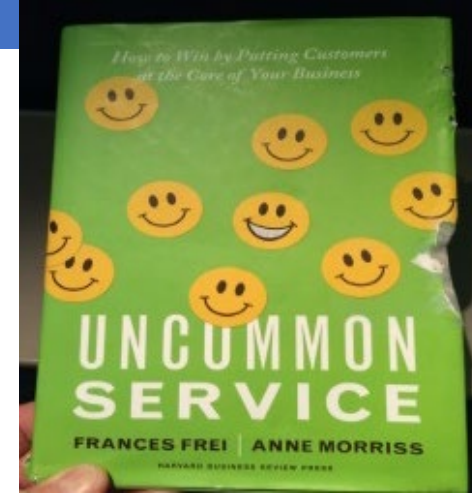
## Hygiene Factors

- Technology
- Talent
- Experience

## Motivators

- How I made them see
- How your staff treats them
- How you treat them
- Patient call backs by surgeon
- Thank you notes

How you made them  
**feel**



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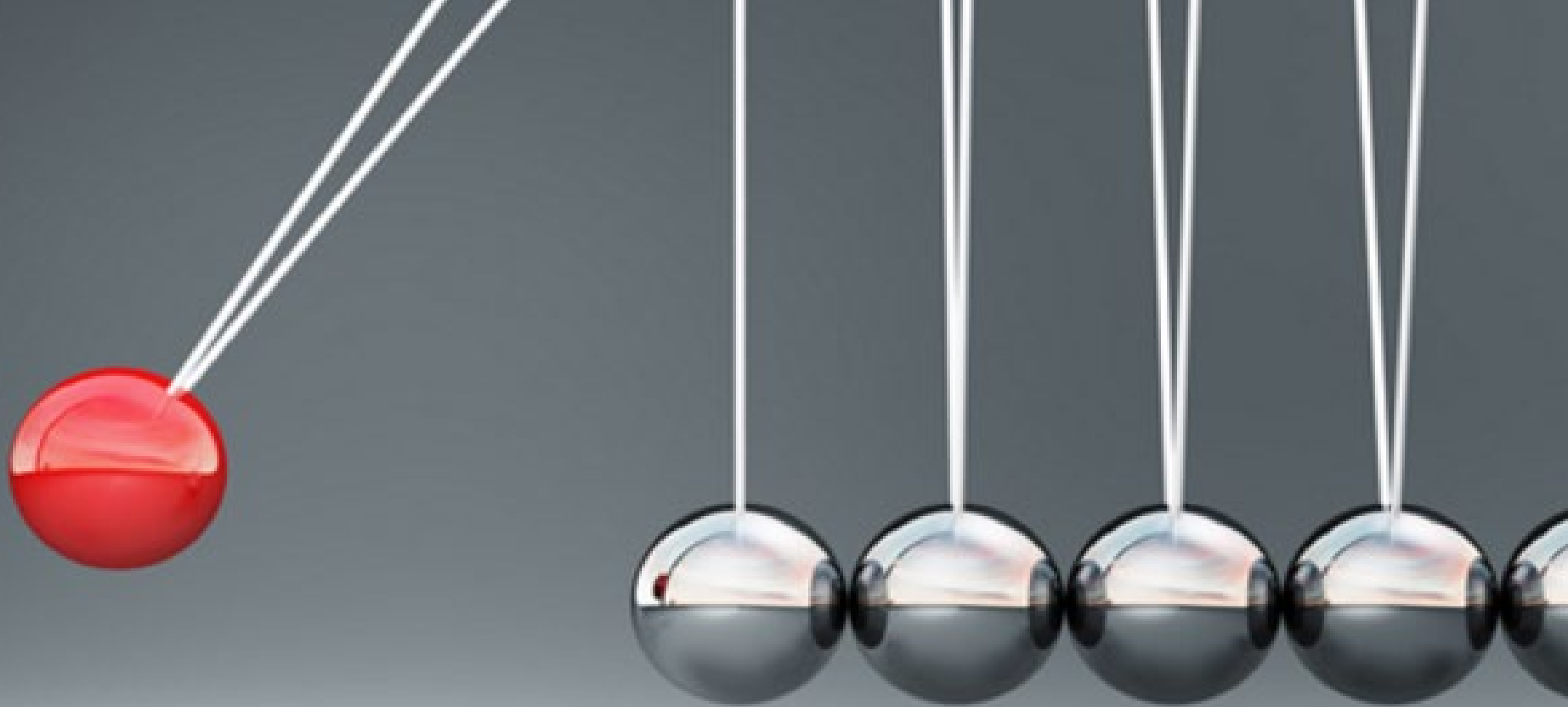


Happy



Un-happy





# *Environment*

Happy

Un-happy





*“Secret Service is not something you do; it is something that is in you. It is something that is in all areas of your life: your customers, employees, family and neighbors.”*





*“Secret Service is not something you do; it is something that is in you. It is something that is in all areas of your life: your customers, employees, family and neighbors.”*

***“Secret service is not something you do; it is something that is in you. It is something that is in all areas of your life: your customers, employees, family, and neighbors.”***

***John DiJulius***





Love

Experience

Fun

Structure

Avocation

life

but  
better

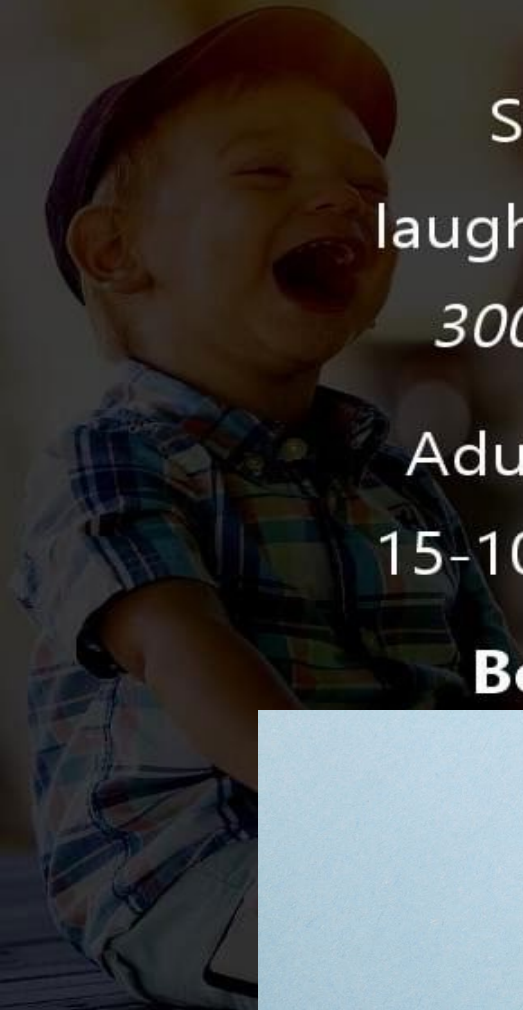
## Relationships

# Bring the 'dad jokes,' we need 'em.

By **David G. Allan**, CNN

🕒 Updated 6:52 PM ET, Fri June 18, 2021

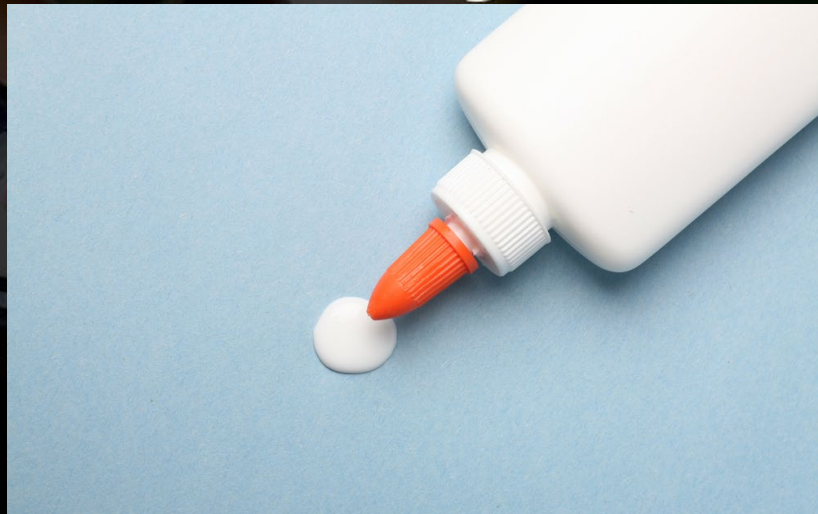




Six year olds  
laugh an average of  
*300 times a day.*

Adults only laugh  
15-100 times a day.

**Be six again.**



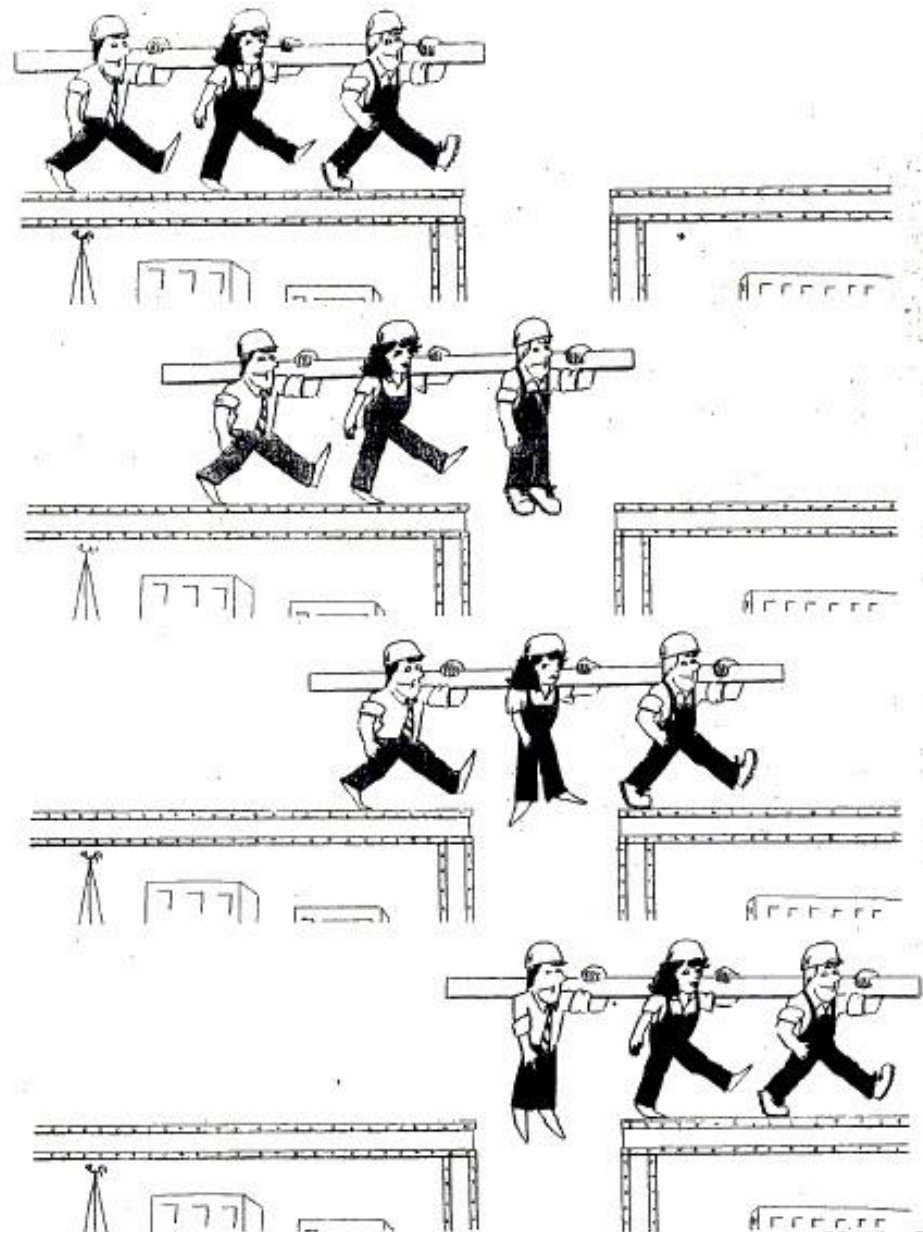
INTER

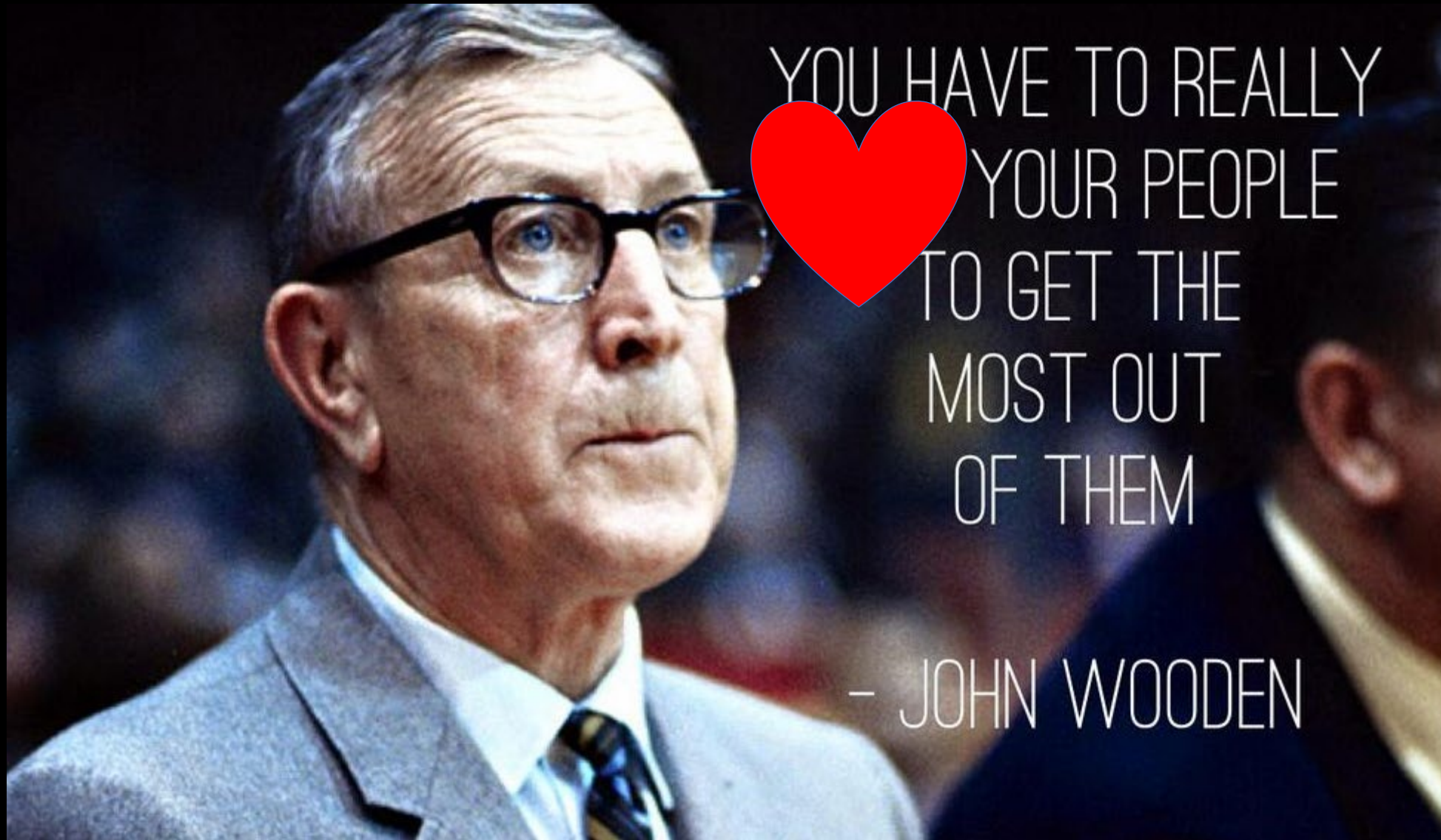


What a year this  
week has been.









YOU HAVE TO REALLY  
YOUR PEOPLE  
TO GET THE  
MOST OUT  
OF THEM

– JOHN WOODEN









Love

Experience

Fun

Structure

Avocation

# Tracking Data

	Number of Patients	Phone Team Appointment Convenience	Front Desk Welcomeness	Wait Time (Atrium)	Nice/Knowledgeable Clinic Staff	Wait Time (Surgery Counselor)	Nice/Knowledgeable Counselor
Dr. Thompson, Wallin, and Rassmussen	23	9.8	9.7	8.5	9.8	9.7	10.0
Dr. Berdahl, Schweitzer, and Ibach	14	9.1	9.1	7.1	9.4	9.0	9.3
Grand Total	54	9.4	9.4	8.1	9.5	9.2	9.5

	Financial Questions Answered	Wait Time (Doctor)	Nice/Knowledgeable Doctor	Trust Doctors Recommendation	Enough Time With Doctor	Overall Experience	Willingness To Refer
Dr. Thompson, Wallin, and Rassmussen	9.5	9.0	10.0	10.0	9.9	9.5	95.7%
Dr. Berdahl, Schweitzer, and Ibach	8.8	8.5	9.4	9.4	9.0	9.2	85.7%
Grand Total	9.3	8.7	9.5	9.6	9.4	9.4	94.4%

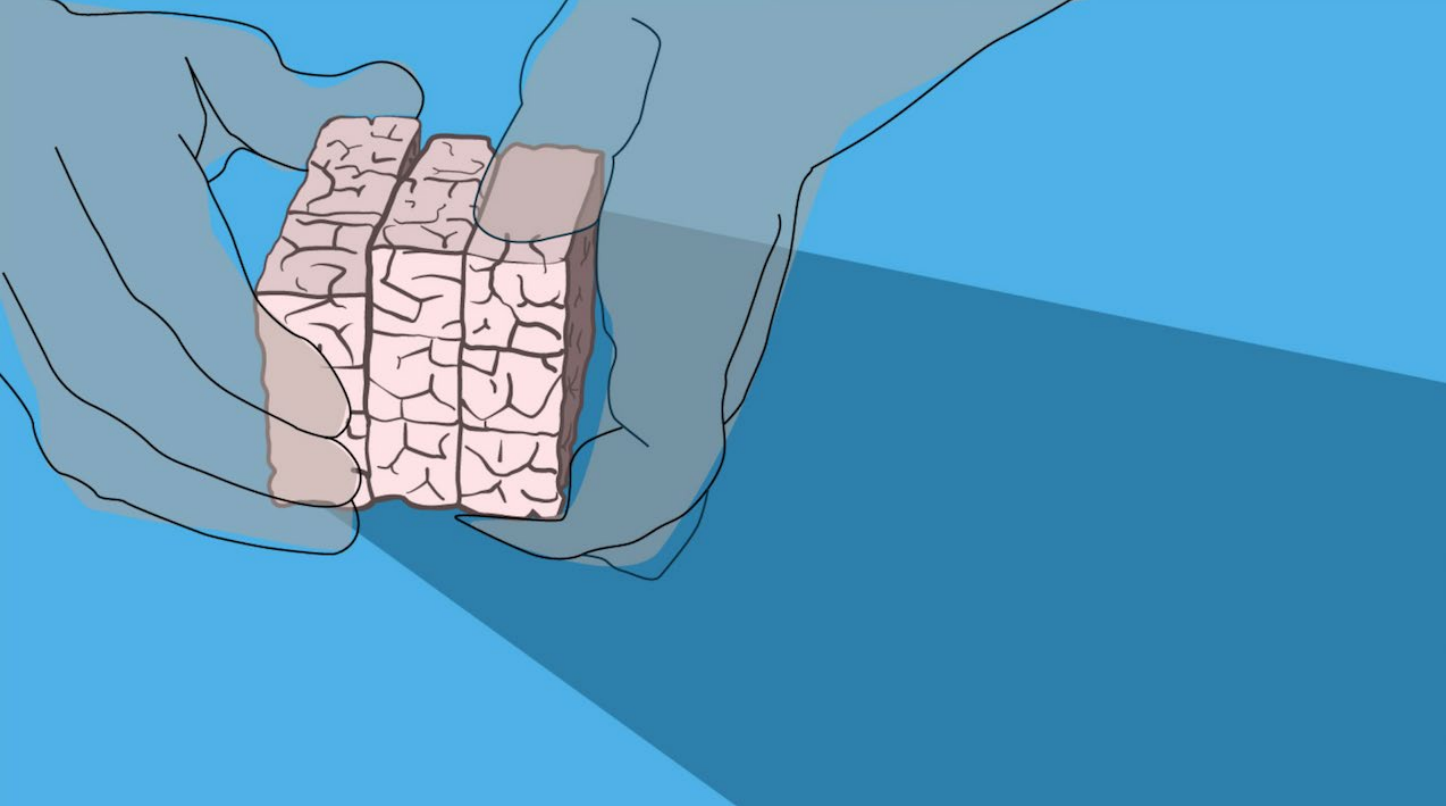
## What did Dr. Thompson's Team do well?

Did not feel rushed or pushed. | Everyone is VERY pleasant! Loved the atmosphere, all the extras music etc. | every thing went well | Explaining everything | Every person was so nice and knowledgeable. Even though we saw many different people, we never had to wait long. | Felt welcome and comfortable | Dr. Rassmussen was very friendly and personable. And it was very thoughtful for the birthday card and gift card for me on my birthday!! | Everything! We were so impressed with you guys! | Everyone is extremely friendly and always willing to answer questions. | The faith of god. | friendliness | EVERYTHING | Doctors and staff were great! | everything | Made me feel welcomed there. Not just another job | treated like everyone cared

## How could Dr. Thompson's Team do better?

I waited an hour because the front desk gal didn't push a button on her computer. She was so apologetic and gave me a gift card for the wait. Maybe there is a way to double check the person has gone back? | to many forms finance | Nothing so far | I can't even think of anything because it all went so smoothly! | None :) | Give out the WIFI password right away at check-in - this is silly, but as I was waiting in the Dr's room I was wishing I had it! :) | Everything went smooth | Just keep doing what your doing! | no improvement needed | It was way too bright in the waiting room - shades would be great!











# Employees, Not Consultants or Executives, Are Your Best Innovators

*Hungry for the fresh ideas that come from a collaborative, team-driven approach to innovation? You're ready for an EDIT.*

850  
shares



Add to Queue



**Entrepreneur**

Feb 5, 2018



# on Vision

MRN #: 6101033570

Appt Type: Possible Yag

Copay

\$40.00

Date/Time

1/29/2015 8:30:00AM

Provider

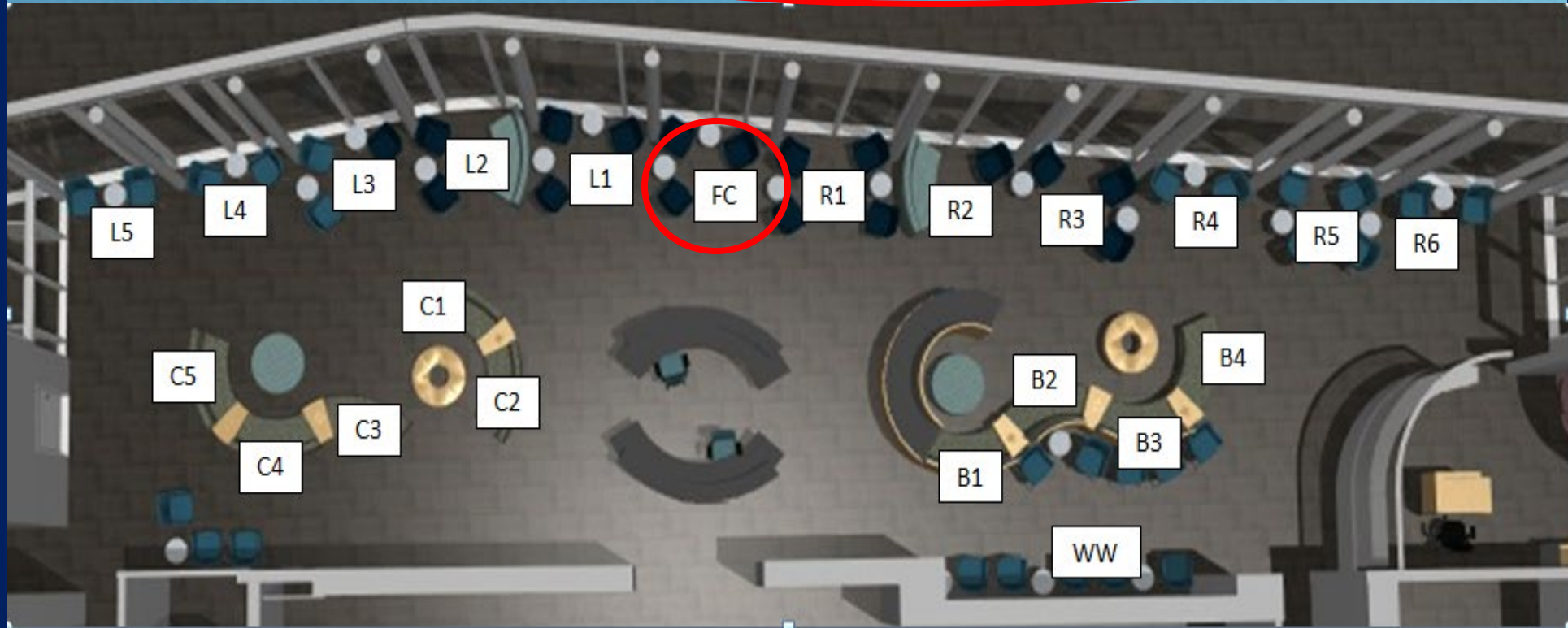
Schweitzer OD, Justin A

Referring Doctor Sietstra

POS

Vance Thompson Vision Clinic

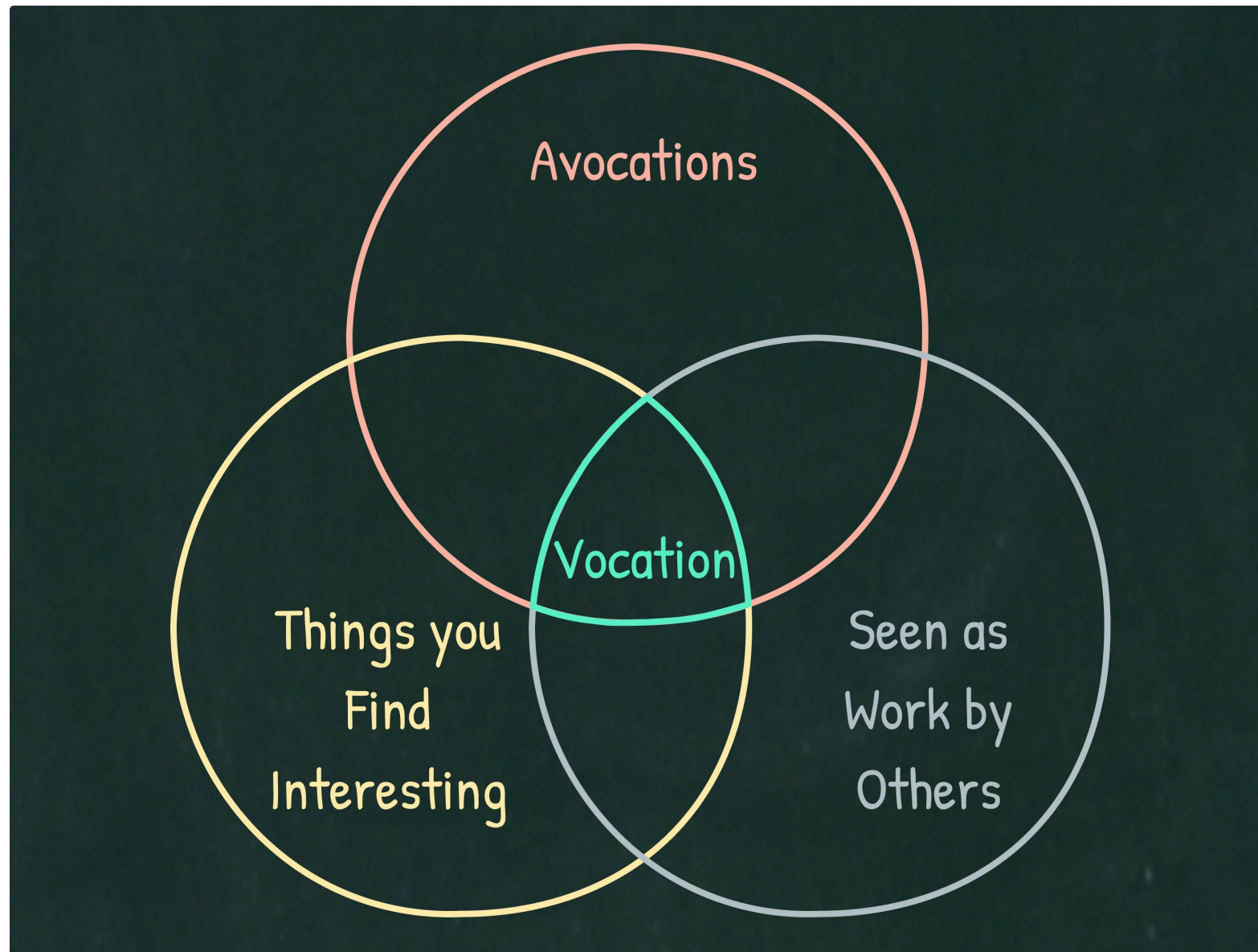
Appt Comments fc/ brown long sleeve/ blk pea coat



UNDERSTANDING  
**THE PATIENT EXPERIENCE CYCLE**







Love

Experience

Fun

Structure

Avocation

# The Golden Rule





**The Golden Rule**

**The Platinum  
Rule**

What the Patient is “Hearing”:

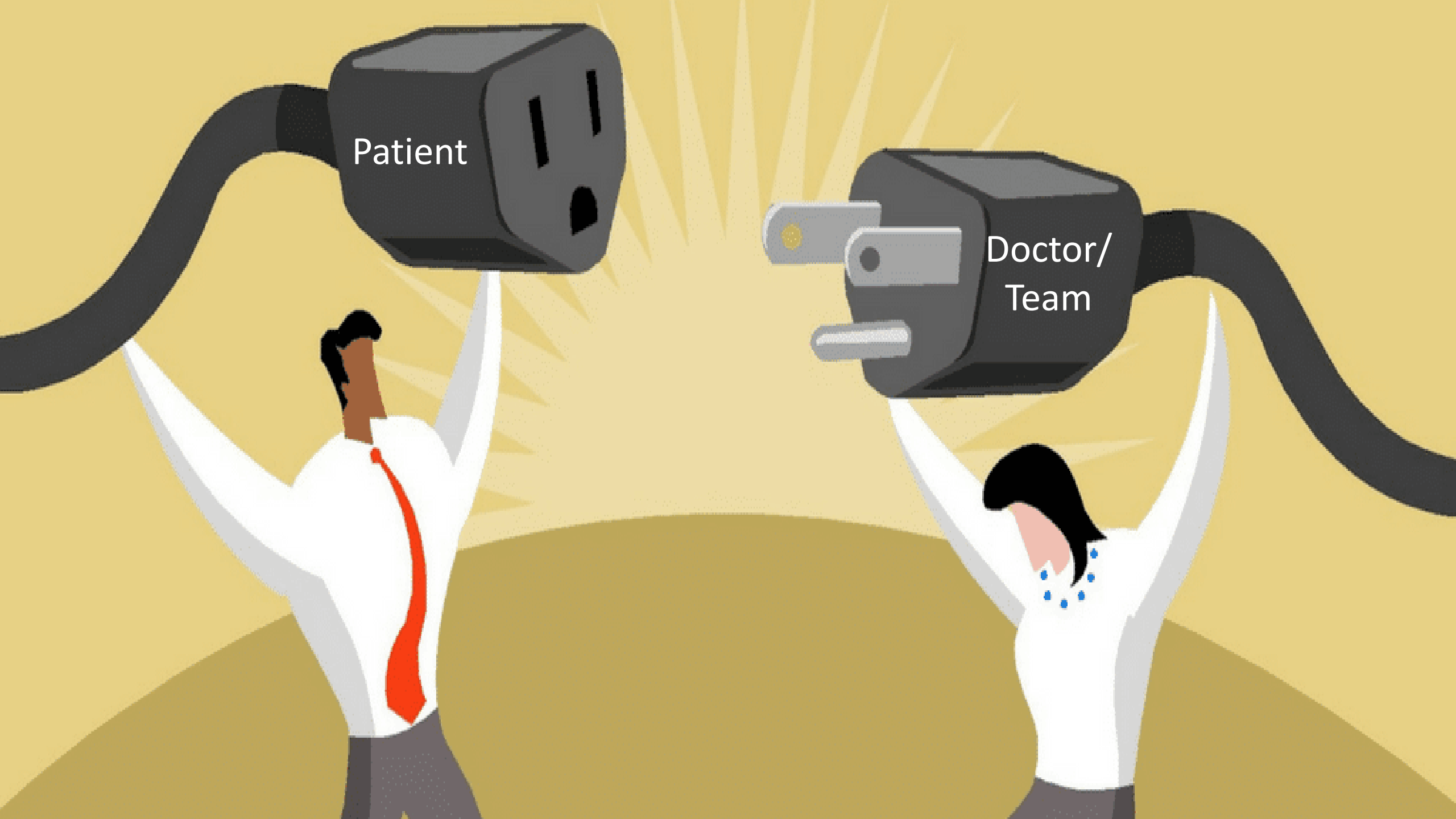
They don't care about me



BUILDING STRONGER  
CUSTOMER CONNECTIONS  
IN THE DIGITAL AGE

THE  
**RELATIONSHIP**  
**ECONOMY**

JOHN R.  
DIJULIUS III



Patient

Doctor/  
Team







# What do people want?

- They want to matter



# What do people want?

- Feel cared about





# A Caring Team Culture...consistently and *constantly*

- Right
- Joy
- Fun

*And it is good business*