

PATIENT CENTRIC OD HOURS CONVERSATIONS

FOR INTERNAL USE ONLY

General questions to initiate the conversation:

- What is your Vision for your practice and this location?
- What are your goals for your practice?
- Describe your dream practice/location.
- Can be described in terms of # of patients, \$ amount, or patient care.

Based on how the OD describes/answers the question(s), link it to the appropriate area of opportunity:

1. ACTUAL OD HOURS COMPLY WITH CURRENT SUBLEASE CONTRACT?

- Contractual obligation
- OD's commitment and agreement to the Hours of Operation set in the sublease contract

"Dr. _____, in your sublease agreement contract you have agreed to provide ___ hours of coverage per week. You are only providing ___ hours which is ___ hours less than you have committed to. To ensure that the patients' needs are met at their convenience, you need to provide the coverage you have committed to in your sublease agreement contract."

2. UTILIZATION > 70%

- Utilization greater than 70% or Availability under 30%

"Dr. _____, the location's business has been growing _____% for the past _____ year(s), but there has been no increase in OD hours for the last _____ years."

"Dr. _____, your available appointment slots have been trending _____% for the past _____ weeks/months. This may indicate that some of your potential patients may not be able to find a convenient time to experience the great quality of care you provide."

3. MANDATORY MINIMUM 8 HOUR PEAK DAYS

- The busiest days of the week for both Optical and the mall/shopping area/businesses in the area.

"Dr. _____, Saturday is the busiest day of the week and represents the greatest patient need and convenience. Because of these facts, our location requires a minimum of 8 hours of coverage on Saturday. It is also the day with the highest fill-rate."

4. SUNDAY OD HOURS

- Second busiest day for mall/area.

"Dr. _____, Sunday is the second busiest day of the week for this area. Because of the high local traffic, Sundays have huge potential. Sundays also have the second highest fill-rate of the week."

5. BALANCE OF WEEK (EVENINGS, EXTENDED HOURS, SHOULD ALIGN WITH HOST TRAFFIC)

- OD Hours does not match the business trends or traffic patterns

"Dr. _____, do you agree that it make sense that exam appointments are available when the most people are in the store and area? I agree also. I have partnered with the store manager/mall manager to access what days and time the most people are in the mall/area. This will assist us to determine the optimum schedule for conversion and patients' needs for exam appointments."

6. EXAM APPOINTMENTS SCHEDULED EVERY:

- Consult with BC and SECD.

7. FIRST RIGHT OF REFUSAL

- Consult with BC and SECD before having conversation with OD.