

# Measure, Understand, Improve

*by Ron Krefman, OD, FAAO*

You are precise in measuring visual acuity, refractive error, intra-ocular pressure and a host of other diagnostic indicators. Each measure calls for a specialized instrument. Measuring patient feedback is no different. Small differences in patient experiences can have a large impact on your business. Precise measurement of the experience is vital to understanding where you're exceeding or falling short of patient expectations.

**Measure** - specialized survey instruments and benchmarking tools assess your patients' full eyecare experience: what happened during the eyecare visit, use of vision plan, and procurement of new eyewear. Measures need to be much more actionable than just a patient satisfaction survey. After all, satisfied patients may never refer you a single friend, and may surprise you and never return without telling you why. Alternatively, just knowing a patient is dissatisfied is not enough. You have to know why and explore the basis for satisfaction and loyalty through precise measures of the core touchpoints – all the relevant interactions between you and your patients.



**Understand** – With a well-constructed survey and reporting tool you'll learn exactly what your patients' experienced. Its best to track your performance and to see precisely how you are doing now, over time and compared to your peers. Reporting tools can give you insights into employee attitudes and competencies, and highlight areas to improve your patients' eyecare



experience. Un-validated patient “report cards” or self-administered patient satisfaction surveys fail to measure the dimensions of quality, use erroneous scoring, and do not allow you to benchmark or compare your results to peers or over time. That leads to misleading and un-actionable results. With an evidence based, benchmarked survey, you’ll know your score and its relationship to the different points on the survey scale and the benchmark.

**Improve** - Getting to the root of patient impressions and perceptions is key to knowing what to improve. Rather than just finding out if patients are satisfied or loyal you really want to delve into the drivers and determinants of satisfaction, loyalty and commitment. With a quick review of the vital touchpoints - those impressionable moments proven to deepen your relationship or drive your patients – you’ll understand at a glance what’s working well and what’s not. Improve your patients’ experience and you’ll improve your business.



eyecareScore<sup>™</sup> is your solution to measure, understand and improve the patient experience.

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