

## NAVIGATING THROUGH THE FINANCIAL BARRIERS PATIENTS HAVE

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# NAVIGATING THROUGH THE FINANCIAL BARRIERS PATIENTS HAVE

Patients that require visual solutions have various financial barriers they need to overcome. Are you able to dismantle them?

Cutting the upfront cost, allowing the patient to spread the cost over time and minimizing any financial risks all help reduce the challenges the patient may have.

CHARACTERISTICS	DESCRIPTION
Affordability	Remember patients will spend their hard earned money on what speaks the most to their current needs and wants.
Medical Insurance	Will they medical insurance be enough to cover all their optical needs? If not, what options do they have available to get what they need?
Product	Why should the patient upgrade their current management solution to the one you are now recommending?
Access	Can you reduce the effort required to get customers started with your product or service?
Preconceived Ideas	What misconceptions about the overall eyecare experience do you need to address for the patient to be able to move forward?
Past Experiences	It is imperative to know what their previous experience was with an Optometry Practice. What worked well and what didn't.
Service Excellence	Exceeding expectations should be a top priority for the practice. Everything the team does should be intentional and not done as a by-the-way kind of thing
Technology	Never forget that with technological advances, the key to winning the patient over is by making them the center of everything the technology does. Make the experience with the technology advancements personal to them and not something that makes them feel like they are just a number.



## WHAT CAN YOU DO TO GET STARTED ON THIS?

- Overcoming any challenge the patient may have leads to them becoming buying customers.
- The team needs to be well trained on how they communicate with the patient regarding the challenges they face. Patients are more likely to walk away from the deal when they feel the challenges they are facing are not being addressed.
- Challenges are something the team cannot avoid but when they are confident in addressing them, they create opportunities for the practice.
- What do I gain if I go with your solution versus what will I be losing if I don't? That is what patients think about every time they engage your brand in relation to their challenges.
- Patients don't ever want to lose more than they want to win.
- Spend enough time with the entire team ensuring that they understand the different ways in which they can communicate.
- Take into consideration generation types and market segment when communicating.

## HERE ARE SOME IMPORTANT TIPS TO ALWAYS REMEMBER:

1. Prioritize the overall patient experience from start to finish.
2. Be quick to establish and build trust with the patient.
3. Ask yourself this question: "Is what I am doing enough to make the patient want to refer their friends, family and colleagues to the practice?"
4. Always ensure that you effectively communicate 1st with the patient when it comes to information they are expecting from you.
5. Remember that the after-service care is just as vital as the pre-service care.



**Patient  
experience from  
start to finish**

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## CONCLUSION

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# NEW BOOK ALERT

Visionstryt's Strategic Guide for Optometrists





# Visionstryt

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