



Practice Development Consulting from ZEISS

Growing your business by improving
the overall patient experience



Seeing beyond



“The ZEISS PDC program included a full assessment of our practice, identifying gaps and opportunities to grow and improve our center. We have since realized a significant increase in procedures and patient satisfaction.”

MD Laszlo Kiraly
Augen- und Laserzentrum, Leipzig, Germany

ZEISS Practice Development Consulting

A premium partnership to support your clinic

At ZEISS, we are fully invested in the success of your business. It is the focus of everything we do.

It inspires the pioneering spirit and relentless desire to innovate which are embedded in our DNA. We share these traits with every surgeon and clinic working with SMILE® and PRESBYOND®, the latest evolutions in laser vision correction.

Laser surgery devices are a major investment for clinics. That is why ZEISS is providing Practice Development Consulting (PDC) to support SMILE® and PRESBYOND® customers to achieve the best possible outcome with our premium refractive solutions.

This premium consulting service reviews every aspect of your clinic-to-patient communications to attract more patients and increase the effectiveness of your clinic.

ZEISS PDC is fully invested in improving the overall patient experience by getting the best out of every aspect of your clinic to ensure its long-term success.

ZEISS PDC Program

Benefits for your clinic

The goal of the PDC program is to grow your business by reviewing, adapting, and enhancing the overall patient experience at your clinic, which eventually translates into increased patient volume.

By looking at your clinic from the patient perspective, our PDC managers provide a holistic and unbiased evaluation of all interactions with patients – from first contact to postoperative care.

With program elements tailored to your specific needs, the PDC managers will collaborate with your team to advise where improvements can be made and better results achieved.

We will guide you through the implementation process and support you in this journey.

The PDC program looks at your clinic in three key areas



Patient Attraction

How can you attract more patients to your clinic?



Patient Conversion

How can you improve your clinic's efficiency?



Patient Referral

How can you inspire patients to recommend your clinic?

Patient Attraction

How can you attract more patients to your clinic?

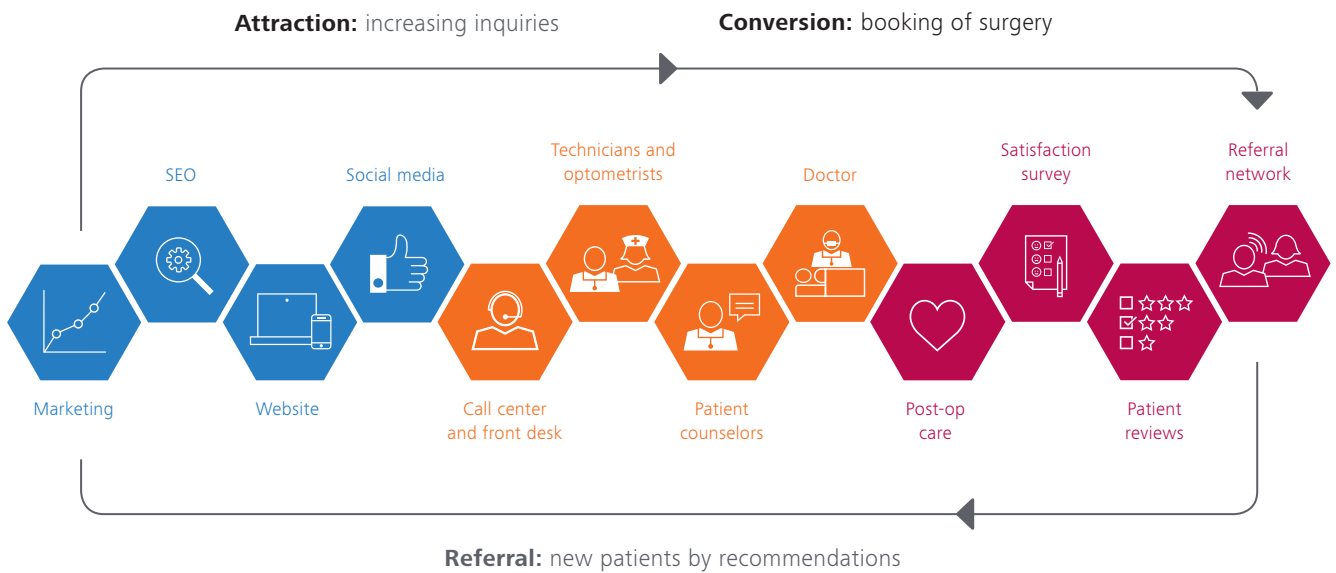
Patient Conversion

How can you improve your clinic's efficiency?

Patient Referral

How can you inspire patients to recommend your clinic?

Icons designed and inspired by Freepik and distributed by Flaticon



By exploring these three areas, PDC's essential goals are to:

- Grow your refractive business
- Increase number of inquiries
- Increase number of surgeries
- Increase number of referrals
- Improve overall patient experience

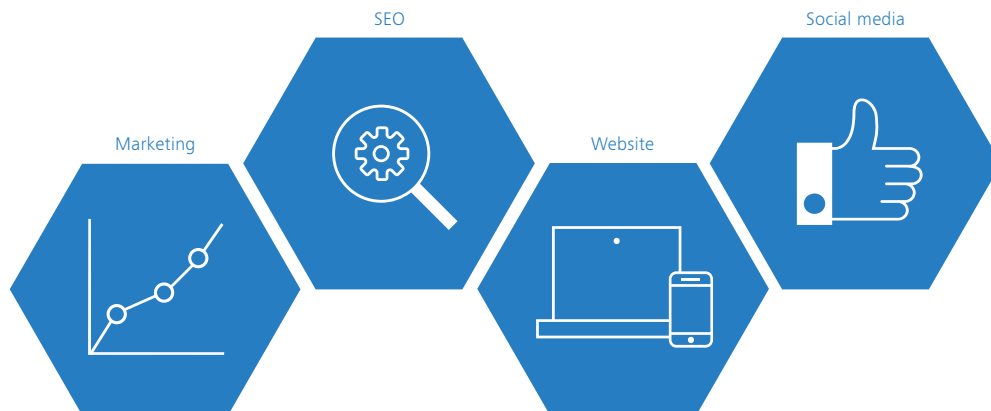
Patient Attraction

How can you attract more patients to your clinic?

The PDC program provides a comprehensive analysis of initial touchpoints and the subsequent interactions that patients have with your clinic.

PDC managers evaluate every aspect of your patient communication and explore four key areas in which initial experience could be improved.

The aim is to increase the number of online searches, website visits, and inquiries.



1. Marketing

Does your marketing reach potential patients?

PDC tracks the performance and impact of your marketing to maximize patient exposure and messaging.

2. Search engine optimization (SEO)

Are patients finding you online?

PDC analyzes your website's search engine effectiveness and suggests changes to improve its ranking.

3. Website

Is your website's design appealing and user-friendly?

PDC assesses your website to increase patient inquiries to your clinic.

4. Social media

Is your clinic making the most of social media?

PDC advises on the best use of social media – Facebook, Instagram, YouTube, etc. – to attract potential patients.



“We have benefitted significantly from the all-encompassing, impressive work of ZEISS PDC. The program was tailored to suit the specific needs of our clinic. Their practical consultancy looked at every touchpoint of our patients’ journey. Their recommendations have had an immediate and positive impact.”

Gary McArdle
Cathedral Eye Clinic, Belfast, Northern Ireland

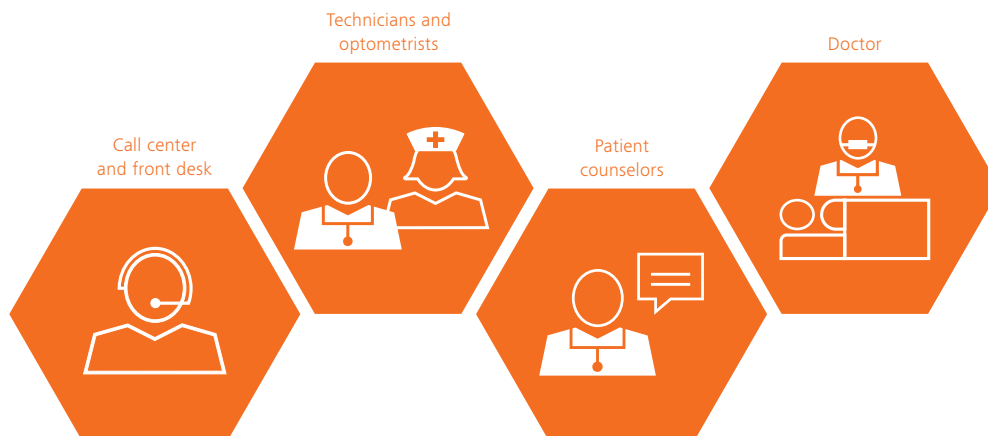
Patient Conversion

How can you improve your clinic's efficiency?

This part of the PDC program focuses on your clinic's efficiency in converting initial inquiries and appointments into surgeries. PDC observes what happens inside your clinic, evaluating the whole patient journey from first contact to surgery and beyond.

The objective is to increase conversion rates over the phone as well as during consultation, improve patient education, and increase treatment numbers.

PDC explores four key aspects of patient interactions within the clinic and provides coaching, support, and staff training where required.



5. Call center and front desk

Are you maximizing your phone and front desk inquiries?

PDC provides soft skills training to improve your call center and front desk efficiency.

6. Technicians and optometrists

Is your clinical team customer service oriented?

PDC will coach your team to improve service skills and patient conversion during the eye assessment.

7. Patient counselors

How developed is patient education in your clinic?

PDC will train your patient counselors in enhancing patient education and conversion.

8. Doctor

Are your consultations leading to operations?

PDC observes and suggests ways to improve the patient experience to increase conversion rates.

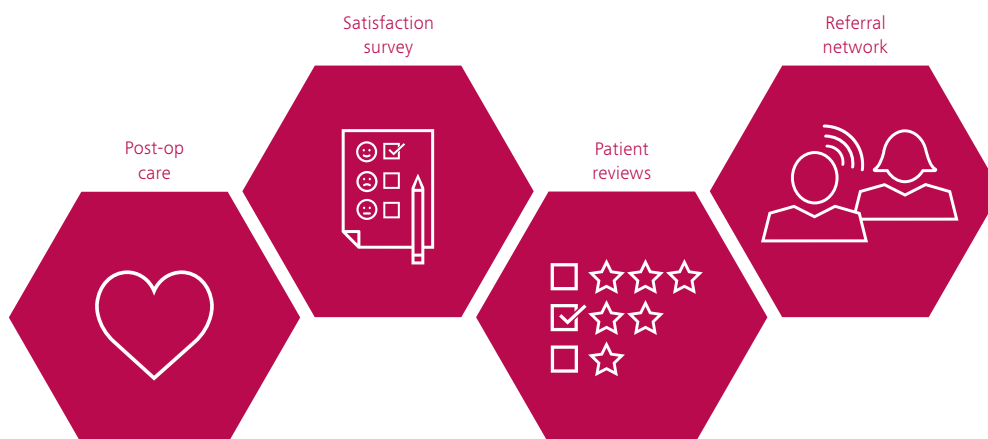
Patient Referral

How can you inspire patients to recommend your clinic?

The third and final part of the PDC program focuses on increasing patient referrals by enhancing your customer service, overall patient experience, postoperative care, and patient education.

The PDC program provides in-depth analysis and develops plans to improve patient satisfaction.

The four patient referral components are:



9. Post-op care

Do you keep patients engaged after surgery?

PDC explores ways to turn patients into ambassadors for your clinic.

10. Satisfaction survey

Are your patients satisfied with your clinic?

PDC implements patient satisfaction surveys to find out how patients feel about your clinic and find room for improvement.

11. Patient reviews

Do you provide patients the chance to write a review?

PDC will guide you to get more online reviews and exposure on the Internet.

12. Referral network

Are you likely to get recommendations to your clinic?

PDC will help you to get more referrals from patients and clinical professionals through patient education.

Program Summary

Simple facts

The Benefits

While the PDC program offers a comprehensive analysis of a complete patient journey at your clinic, you can select any part of the PDC program to suit your individual requirements.

PDC managers will then work with you to target the areas that you feel are most in need of improvement.

The steps of the program are to:

- Provide an evaluation of your clinic from the patient's perspective
- Implement changes to improve patient experience and satisfaction
- Provide staff training to achieve service excellence
- Raise awareness of premium refractive solutions such as SMILE® and PRESBYOND®
- Increase inquiries, online searches, and website visits
- Provide support and advice to increase patient referrals

The Schedule

The PDC program is set for one year. The initial phase includes a meeting with your PDC manager and an evaluation of your practice. A full report is presented when goals are established for your practice.

The next steps involve staff training and an initial implementation phase. The PDC manager will visit your clinic quarterly for a year to review your clinic's progress and provide continuous training.



Preparation and evaluation

- Overall clinic evaluation
- Mystery calls
- Proposal meeting



Implementation phase

- Staff training
- Marketing consulting
- Patient education



Continuous contact

- Tracking KPIs
- Follow-up consultations
- Re-evaluation

PDC Managers

Starting a conversation

PDC managers collaborate with you and your clinic to fully understand your business, providing expertise in customer service, marketing, and digital communications to help increase patient numbers and grow your refractive business.

They will consult with you to target areas that you feel need improving and set goals and objectives following an intensive on-site analysis of your clinic.

Each program is unique, since the PDC managers will tailor it to your clinic's specific needs over the course of a year.

In short, PDC managers are personally invested in making your clinic a success.

Want to arrange a consultation?

You can call our sales team to check the availability of the program in your area and arrange a consultation. Alternatively, you can make an inquiry online.

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 **zeiss.com/pdc-sales-contact**



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