

Hints & Tips

*When a patient asks to make an appointment, discuss the different eye test packages you have available and provide this as an ‘enhanced eye test’ package. Make the patient feel as though they are getting a superior service.*

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**A patient requests an OCT appointment:**

“Would you like your OCT scan to be part of your regular eye scan or as a separate appointment?”

“Have you been recommended by family or friends?”

“Where did you hear about our service?”

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**When a patient asks why the service will be beneficial:**

“Our new service assists in early detection, diagnosis & monitoring of various retinal diseases, like Glaucoma, Age related Macular degeneration, Diabetes & much more. It is really important for your health that you undertake an OCT scan as part of your regular eye test.”

**When a patient makes an enquiry about your new service:**

“We are offering a fantastic new service that is more than an eye test, it checks the health of your eye. An OCT scan allows us to see beneath the surface of the back of your eye (the Retina), which allows us to detect any sign of problems or disease such as Diabetes, Age Related Macular Degeneration & Glaucoma. It is like an MRI scan but for your eye.

Our Optometrist recommends that every single patient has this done as an essential part of your regular eye examination.”

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*If a patient has come to your practice for a regular eye test, it’s a good idea to mention an OCT scan and your new service to every patient you speak with, even if they do not specifically ask about this.*

Employee Scripts

*Ask your patient if they would recommend the OCT experience and use your referral card. It may be beneficial to sit and discuss the images taken from the scan with the customer at the end.*

*Ensure all questions have been answered satisfactorily and do not let them leave confused. Handing a leaflet/promotional merchandise to the customer when they leave can be an effective way of generating word of mouth.*

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**When a patient has had their OCT scan**

“You’ve had your eyes scanned today using our advanced OCT technology which has allowed me to scan the back of your eye in significant detail and assist in any early detection, monitoring and diagnosis of a variety of various retinal diseases. I would recommend that all my patients have this scan as an essential part of your regular eye check due to the benefits offered by this new technology.

How did you find your scan?”

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**When a patient asks for further information – what happens during my OCT scan?**

“During your eye examination, an optometrist (Ophthalmic Optician) studies images and cross sections of the very back of your eye allowing a study of your eyes in incredible detail. It is quick and painless, nothing touches your eye at all – it is just like having an x-ray taken and takes a few seconds additional to your usual eye test. Similar to an x-ray at your dentist”

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