

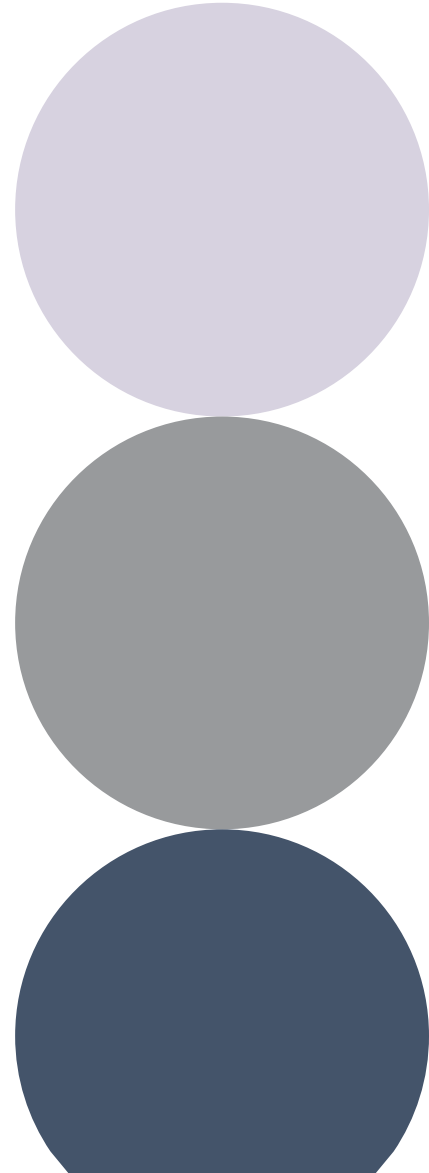


AMERICAN ACADEMY  
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# How to Build a Patient-First Culture

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Sabates Eye Centers



# Financial Disclosure

No financial conflicts of interest

# Presenters



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Director Marketing & Patient Experience



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Satisfied Patient  
Founder & CEO

# How to Build a Patient-First Culture

In this webinar, you will learn:

- 4 key ingredients you must have to build a patient-first culture
- Step-by-step breakdown of each key ingredient, including plans and examples
- Where to start, how to maintain the culture, and what is most important



# Sabates Eye Centers



The most trusted name in eye care.™

## About Us:

- 8 locations in Kansas City Metro
- 20 doctors and over 140+ employees
- Subspecialties: Retina, Glaucoma, Neuro-ophthalmology, Oculofacial
- Organizational structure



# 1. Vision/Mission

Our teams will provide an exceptional patient experience achieving a superior level of quality within the communities we serve.



# 1. Keys to Vision/Mission

## Keys:

- Patient-centric
- Patient obsession from the top-down
- Communicating your vision/mission
- Training new-hires



## 2. Measure What Matters

- Measure Patient Satisfaction
- NPS Score (Net Promoter Score): Leading indicator of growth
- How likely are you to recommend us to a friend or colleague?
- 0-10 Scale + Why?





## 2. Keys to Measuring What Matters

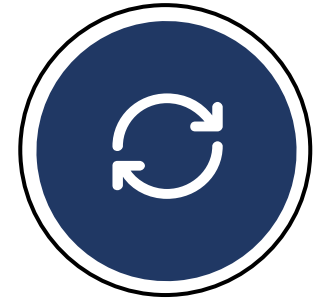
### Keys:

- Loyalty & satisfaction driven
- Locations NPS & provider NPS
- Online reviews: 91% read online reviews
- Patient insights + Patient life-time value



# 3. Closed-Loop Feedback Process

- Closed-loop feedback is when you follow up with your patients about the feedback they provided you
- Help retain these patients
- Trackable process
- Top 5 opportunities within your practice



# 3. Keys to a Closed-Loop Feedback Process

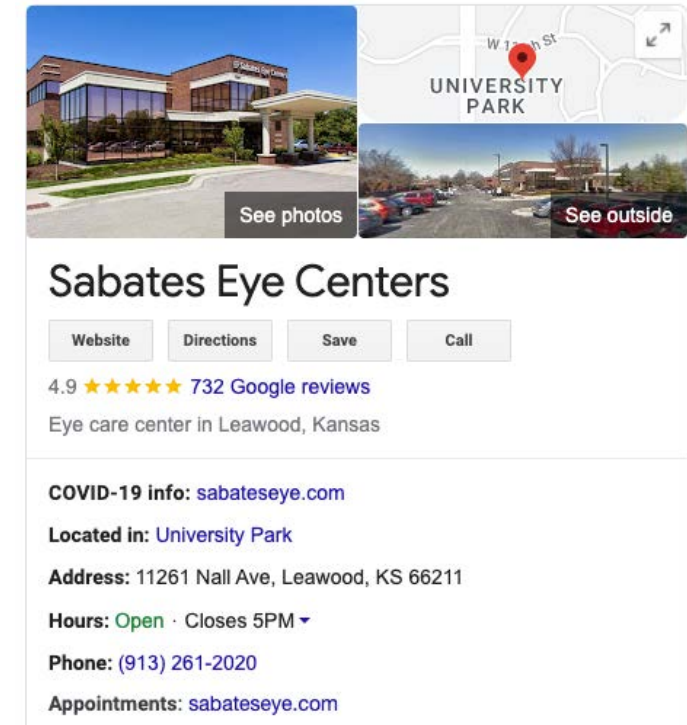
## Keys:

- Answer questions, resolve problems, active listening, learn more
- Improvements to the patient experience
- Consistency (daily, weekly, monthly)
- Create your process
- Invite them back to try you again



## 4. Celebrate Success

- Positive patient experience
- Positive online reviews
- Improves SEO, Be found and be the best
- Sharing feedback with staff



# 4. Keys to Celebrating Success

## Keys:

- Share, share, share, and share it again
- Highlight staff & providers
- Communication channels: e.g. intranet & staff emails
- Consistency



# How to Build a Patient-First Culture

1. Vision/Mission
2. Measure What Matters
3. Closed-Loop Feedback Process
4. Celebrate Success

# Q&A

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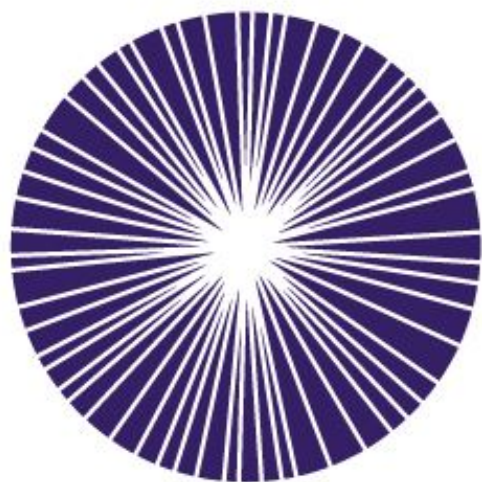
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