Transforming the Patient Experience
In a Post-COVID World

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Re-Imagine The Whole Patient Experience

• What parts of the patient experience can be done remotely?
  ○ Not face-to-face

• What changes can be made in your office and patient experience to increase safety for:
  ○ Employees
  ○ Patients
  ○ Doctors
Education System

• Current In-School method:
  - Teacher at the front of the class to teach everyone at once
  - Students complete homework assignments
  - Teacher reviews the homework and addresses student learning opportunities

• The Flipped Learning Method
  - Teaching tutorials/work modules for students to complete online BEFORE class
  - Teacher meets with the class to answer questions
Ophthalmology practice

• Pre-COVID
  o All patient history and examination done in-office
  o Results of the exam are discussed with the patient in the office
  o Patient calls back with any questions

• Post-COVID
  o Take history in advance via Telemedicine
  o Educate via online format
  o If referred from another provider with referral exam note
    ▪ Discuss surgery via Telemedicine
    ▪ Send digital consent form for pt to review
  o In-office exam to confirm diagnosis, discuss consent questions, etc
Pre-COVID Patient Experience

• Activities performed before coming to the office
  o Pt calls to schedule
  o Office calls/texts appt reminder
    ▪ Remind pt to complete patient portal
    ▪ Poll #1
    ▪ Review insurance info

• In office activities
  o Check-in at Front Desk
    ▪ Complete incomplete paperwork
  o Sit in waiting area
  o Tech calls patient back for testing
    ▪ Takes history, testing
    ▪ Dilate (Poll #2)
    ▪ Return to Lane (if moved out)
  o MD performs exam
  o Pt returns to Front Desk to check-out
Pre-COVID Patient Experience

- In-Office, Patient stops at:
  - Front desk
  - Waiting room
  - Testing room
  - Exam Lane
  - Dilation area
  - Exam Lane
  - Front Desk

- Each area will need to be cleaned before the next patient
Post-COVID Patient Experience

- Activities performed BEFORE office visit
  - Pt calls to schedule
  - Office calls/texts appt reminder
    - Remind pt to complete patient portal
    - E-sign ABN, HIPPA, etc
  - Tech calls to take history via Telehealth
  - Pt calls from parking lot upon arrival
    - Wait in the car until we are ready
    - Collect co-pay credit card info
      - Touchless

- In-Office activities
  - Patient arrives
    - NC Temperature checked at door
    - COVID symptom questionnaire
  - No stop in waiting room!
  - Tech takes patient back for testing
  - Dilate in Lane, pt stays there
  - MD comes in for the exam
  - Tech/receptionist comes to lane to check-out
    - Can be done remotely after patient departs
Post-COVID Patient Experience

• In-office, Patient stops at:
  o Door for Temp check
  o Tech room
  o Exam Lane

3 STOPS
Post-COVID Patient Experience
Changes to the Office

- Spread out patient visits – social distancing
- Masks for everyone (no mask, no entry)
- Plexiglass screen at Front Desk
- Fewer waiting room chairs
  - Goal is to keep it empty!
    - Cancel magazines
  - Limit visitors, wait in car
- Air purifiers in the lanes
- Decrease in-office time and movement
Post-COVID New Normal

- Make changes to increase safety:
  - Employees
  - Patients – will not come if they don’t feel safe
  - Physicians

- How do we do this?
  - Communicate this goal with employees and patients
  - Maximize Telehealth
  - In-office precautions
  - Limit patient movement
  - Limit patient time in the office