

Objective

Mabee Eye Clinic (MEC) fosters three core values: life long learning, teamwork, and patient experience. With this in mind, MEC's improvement initiative centered on increasing patient engagement and improving patient outcomes through the integration of technology and team member certification. In doing so, we hope our patients would be fully engaged in their health care and improved patient outcomes will be possible.

Background

MEC was built on the premise of superior clinical abilities of its clinicians and technicians. Additionally, these same individuals were committed to achieving the highest level of expertise in the field of eye care. With exceptional clinical skills and a team focused approach MEC has developed a WOW patient experience.

Our mission is to provide our friends, neighbors, and the surrounding community with convenient eye health services and optometric expertise in a setting that is welcoming, efficient, and at the forefront of technology. Simply put, The WOW experience is our desired outcome.

To further this mission, MEC desired to fully involve their patient's eye health and eyewear decision. MEC needed more staff education and a more mobile, user-friendly system than currently existed in their clinic in order to provide the appropriate educational materials and high quality diagnostic images to facilitate this transformation

Actions Taken

The Microsoft SurfacePro technology served to aid the patient through the examination, educate the patient regarding his or her options in the optical department, as well as provide constructive feedback to the clinic and its staff to ensure the highest patient satisfaction.

In the examination room, the tablets provided patients with compelling information in an efficient and effective manner. The combination of information produced by our diagnostic technology as well as educational videos and graphics helped patients visualize the diseased structures of the eye. That said, patients could be better educated on their condition as well as the treatment approach that would be utilized. With this understanding, the desire for greater compliance, and thus, improved outcomes could be more aligned.

Furthermore, at the conclusion of an examination, patients utilized the tablets to complete a short survey regarding their experience. The survey helped our team derive the insights needed to make key operational decisions and ensure patient satisfaction was at an all-time high.

Lastly, department and clinic-wide meetings were conducted on weekly and monthly intervals to ensure continuity in the clinic. These meeting feature both in house education as well as seminars lead by industry leaders that serve MEC. Additionally, self-assessment through applications such as Socrative were developed and administered as a way to assess knowledge and retention of covered topics.

Developing the WOW Experience

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Metrics

- The number of education videos and/or graphic elements (i.e. virtual eye models, fundus photos, or diagnostic imaging (both optical and eye health based) will be recorded monthly.
- Optical data with regards to percentage of anti-reflective coating conversion and optical revenue will be monitored.
- Patient satisfaction surveys were conducted on all willing participants. These survey evaluated the overall reach of the project and the implementation in patient centered technology and processes. The questions concentrated on all aspects of the patient experience.
- The numbers of hours each staff member devoted to independent study was measured. All technical staff completed a national examination for paraoptometric staff. This test consisted of 120 multiple-choice questions related to basic science, clinical principles and procedures, ophthalmic optics and dispensing, and professional issues.
- A short assessment following each bi-weekly lunch and learn was conducted to ensure competency and understanding of the topics covered during the presentation.

OPTICAL REVENUE PER EXAM

Date Range	Exams	Revenue	Average
Jan 1 to May 16, 2019	1,529	\$333,808.86	\$218.32
Jan 1 to May 16, 2018	1,598	\$263,837.33	\$165.10
Change	-69	\$69,971.53	\$53.21
Change %	-4.3%	26.5%	32.2%

↑ \$53.21

Average optical revenue per exam increase (32.2%)

PATIENT BREAKDOWN

Date Range	New Patients	Existing Patients
Jan 1 to May 16, 2019	256	1,273
Jan 1 to May 16, 2018	163	1,435
Change	93	-162
Change %	57.1%	-11.3%

↑ 93

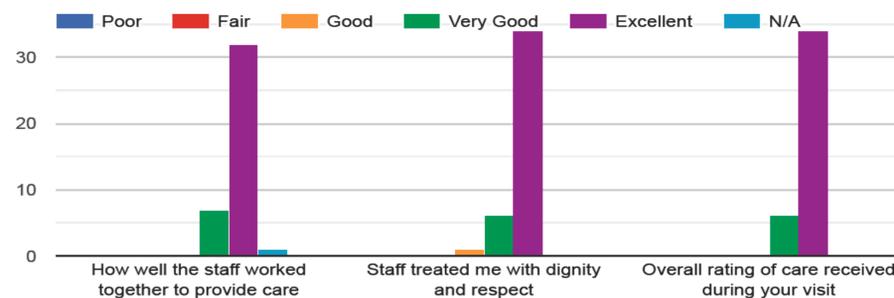
Additional new patients (57.1%)

Anti-Reflective Lenses

58.8%

↑ 21.0%

Same Period: 37.8%



Analysis

- All technicians tested against a national standard examination achieved certification as a paraoptometric. One technician completed a week long optician training seminar.
- The amount of educational material provided to the patient at the time of the examination increased by 20.5% when compared to last year.
- Optical data indicated an increase in the use of anti-reflective coating of 21%. Additionally, optical revenue per examination was up \$53.21 from the previous year indicating that higher quality optical options were being employed to best serve our patients.
- Patient satisfaction was high at MEC. 100% of all patients surveyed graded the patient experience and the care received as very good or excellent while 87% of patient surveyed graded the patient experience as excellent.
- As an unintended consequence of our improvement initiatives, MEC realized a 57.1% increase in additional new patients year-to-date.

Next Steps

MEC plans to further support its core value and this initiative. Our employees will continue to expand their knowledge within the eye care industry to better serve our patients. The standard for all employees will be CPO certification.

The use of the SurfacePro will continue to be expanded. At the front desk, the tablet will serve as a kiosk for patient registration. In the dispensary, our opticians will apply the technology to style our patients. Additionally, product demonstration videos will be employed to explain lens add-ons that will best meet the patient's needs. The technology will serve to encourage patient involvement as well as enrich the patient's visual experience.

Department and clinic-wide meetings will continue to be conducted on weekly and monthly intervals to ensure continuity. Additionally, self-assessment will be the standard.

Lastly, with greater expertise and an atmosphere that encourages feedback and teamwork the patient's of MEC will be better taken care of and the patient experience will continue to achieve the highest level. A WOW is our greatest complement.



MABEE EYE CLINIC, LTD.