



CASE STUDY: Eyeland Optical

Reputation Management Solution



Goals:

Collect patient experience data to compare performance across multiple locations and develop a strong online reputation

Implementation:

Automated platform with no disruption to existing practice workflow by outreach to patients following appointments

Outcome:

Through use of Doctible's technology integration, Eyeland Optical achieved a 10x increase in Google reviews while establishing baseline performance metrics across each location

Company Snapshot

Eyeland Optical: Provides quality eye care and glasses in Pennsylvania

Headquarters: Coplay, PA

Established: 1986

Locations: 19



Provide service

Gather HIPAA compliant information

Automatically receive feedback

Easily engage with patients through text and email

Develop strong online reputation

Automate process of gaining reviews on Google and Facebook

Gain patient Insights

Understand your patient behavior and experience

Grow your business

Optimize performance based on patient feedback

How Eyeland Optical Leveraged Doctible's Innovative Technology To Transform Their Patient Experience Efforts.

Eyeland Optical is focused on building and sustaining a successful service-oriented, multi-practice organization. They recognize patient feedback is a meaningful way to identify gaps, develop quality improvement initiatives, and act as a balance measure to ensure continued growth. With the objectives listed below, they began their search for the right technology to effectively measure the success of Optometrists and their teams at each of their 19 locations.

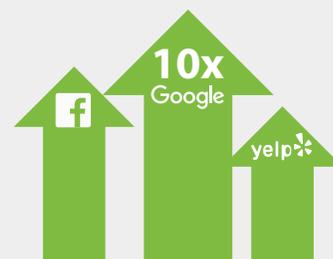
Main Objectives:

- Develop a robust measurement approach to collect patient experience data to enable objective, meaningful, valid comparisons of all locations consistently, in a timely manner
- Promote a strong online presence and reputation through review generation and marketing

In the past, Eyeland Optical used different mechanisms to obtain feedback from their patients, from homegrown email surveys to having customer service representatives make follow up calls. All of this manual labor was not only costly but ineffective because they could not easily gather intel or draw comparisons between site locations.

Brad Messinger, president of Eyeland Optical learned about the success that several other colleagues were achieving with Doctible and he was eager to employ their Reputation Management Solution. He was impressed to see how quickly and seamlessly the onboarding went. In no time Doctible was integrated with all 19 locations.

Within Four Months Reviews Increased!



Doctible helped Eyeland Optical achieve their immediate goals.

Within four months there was a 10% increase in reviews.

Five-star ratings and positive reviews are now visible to anyone who searches for Eyeland Optical online.





Doctible's advanced technology is proven to increase patient satisfaction scores and gain more Google reviews across multiple locations. Their solution makes it easy to access and understand patient satisfaction data.

Patient engagement following service at any Eyeland Optical is centralized by their call center. The group conducted A/B testing to determine the most optimal time to engage with patients following care to inquire about their overall service experience. Initially, the surveys were going out throughout the day at various times. Within weeks they could clearly see that feedback requested in the evening yielded a much greater response.

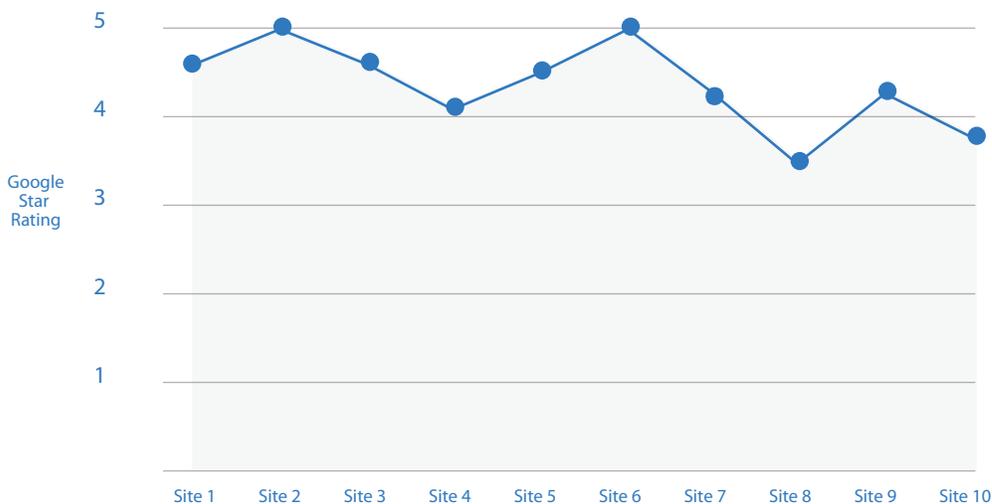
Ease of use is top of mind when it comes to their patients. They found that a greater volume of reviews was received by keeping it a straightforward star rating process. Instead of asking multiple questions, an effortless one through five-star rating system was employed with the ability for the customer to provide feedback if they elect to. The customer can also share their thoughts on social media sites with a simple click of a button.

They found that when a customer gives a three star or less rating, 9 times out of 10 they will readily share the details of their frustration privately. Also, regardless of written feedback, any customer who provides three stars or under receive a call from the customer service manager to discuss concerns and take the necessary steps to improve the situation.

"Besides our increased online reviews which drives our business tremendously, the single best feature of the program is that it allows us to identify and address issues before they become public - It gives customers an outlet to vent. Whereas before they would go right to Facebook or Yelp and punish you. And then it's up there for the world to see."

Brad Messinger
President, Eyeland Optical

Eyeland Optical Locations





Satisfaction is a strong motivating factor for patients to remain loyal, and positive patient reviews and ratings shared online draw new customers in.*

“When customers are unhappy, 9 out of 10 times they share their frustrations through the platform to help us improve on these aspects of service.”

*US National Library of Medicine
National Institutes of Health

Full transparency is the key

In addition to implementing Doctible’s Reputation Management Solution, Eyeland Optical deployed a patient experience strategy to drive broader interest in patient satisfaction and gain more online exposure. As a result, staff now has access to the data and is more engaged with patient experience as a measure of quality—they can more clearly see the benefits of their efforts with customers.

Data is aggregated and the management team looks for trends. If they see they are getting multiple negative comments in a particular area they then dive deeper into what is going on and work collaboratively to make it right. All reviews are shared during a weekly conference call to go through the good, the bad and the ugly.

Turning a negative into a positive

Brad shared that multiple times issues have been resolved and the patient has been so impressed with their handling of the situation they’ve gone online to share how happy they were and have remained loyal customers.

94% of patients would select a practice with a four star rating



Most trusted review site used by patients in healthcare



Eyeland Optical

Eyeland Optical’s one-on-one approach combined with their dedication to providing high-quality optometry services in a comfortable environment makes them the eye care provider of choice in the Aurora area.

Doctible

Doctible is changing the way healthcare practices engage and communicate with patients. Their proven best-in-class software and services help practices to automate back-office tasks while giving them the ability to engage and get feedback from patients for long-term retention and future growth.