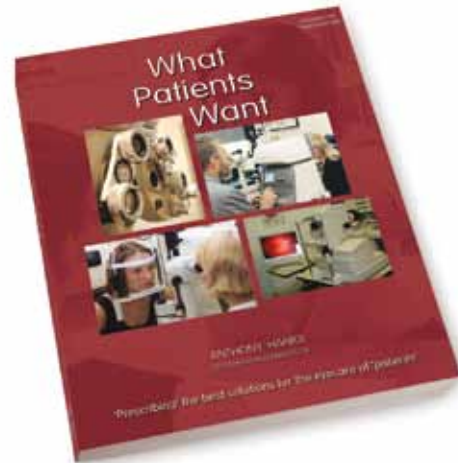




How to download the resources from “What Patients Want”?

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Downloading of resources requires two things:

- A registered email address, and
- The *Download Code* from the book “What Patients Want”.

Go to the website www.hanks.optom.com.au and follow these easy steps . . .

If This is Your First Download

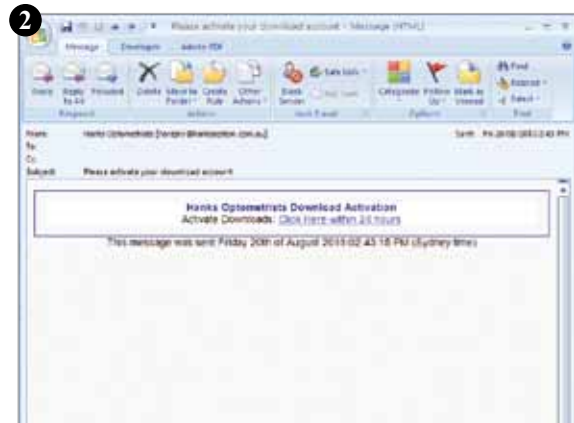
1: Register Your Email Address

- Navigate to *Support*, then *Downloads - What Patients Want*.
- Select any resource, enter *Your Email* address and the *Download Code* printed inside the back cover of this book. Then click on *Download*.



2: Activate Your Email Address

- For your first download, an Activation Link will be sent to your email address. Check your emails and click on this link to register as a legitimate owner of the book. This registration cannot be shared with any other user.



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Once you have registered your email address, future downloads are easy and fast . . .

3: Download Your Selection

- Navigate to Downloads - What Patients Want.
- Click on the name of the requested file.
- Enter your email address and the Download Code printed inside the back cover.
- Then click on the Download button. (Be sure to save the file somewhere that can easily be found again).

3

Book: "What Patients Want"

1. The Client: "What's Her Priority?"	16. Guidelines to OCT
2. Exercise: "Prescription" Hierarchy	17. Staff Training: 14/16/18/21/ Prescription
3. Positioning Map - Example	18. Staff Training: Flow Chart for Closing
4. Positioning Map - Blank	19. Staff Training: Key Words
5. Features & Benefits Diagram - Example	20. The Impact of Services
6. Features & Benefits Diagram - Blank	21. The Impact of Discontinuing
7. Features & Benefits Table - Blank	22. Sign & Mobile Phones
8. SMART Analysis - Example	23. Form: Suggestions to Help Staff Learning
9. SMART Analysis - Blank	24. Form: Patient Mapping for a Staff Shift
10. The Patient Cycle	25. Form: Checklist for Photo Services
11. The Patient Cycle - Copy	26. Form: New patient Appointment Scheduling
12. The Patient Cycle - Causes & Lessons	27. Form: Customer Performance Metrics
13. Guidelines for Visual Fields	28. Form: Staff Suggestion Form
14. Guidelines for DPO - List	29. Plan for Attracting New Patients
15. Guidelines to DPO - Photos	30. Download Worksheet

Click one of the activities to see its introduction and download link.

Download Name: **Features & Benefits Diagram - Example**

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