





The Patient Cycle

1 START	2 Opportunity	3 Contact Method	4 Contact Greeting	5 Enquiry	6 Conversion
12 Retail Experience	11 Waiting Time	10 Pt Details Confirmation	9 Arrival Greeting	8 	7 Confirmation
13 	14 Consultation Greeting	15 Presenting Problem	16 Eye Examination	17 Case Presentation	18 Prescription of Eyecare
24 Understand the Needs	23 Dispenser's Credibility	22 Transfer of Information	21 	20 Close & Establish Recall	19 Patient Concerns
25 Presentation	26 Patient Concerns	27 Optometrist's Blessing	28 Obtain a Decision	29 	30 Value Message
36 Demonstration	35 Delivery Adjustment	34 	33 Farewell & Recall Remind	32 Payment	31 Health Insurance
37 Value Message	38 Adaptation Advice	39 Supporting Products	40 Farewell & Recall Remind	41 	42 Opinion Survey
48  END	47 Examination Recall	46 Event Invitation	45 Adjustment Recall	44 Newsletters	43 Service Phone Call

-  Receptionist / Assistant
-  Optometrist
-  Dispenser / Assistant

From the book "What Patients Want" by Dr Tony Hanks
 NOTE: Not intended for use as a game.
 Use this "game board" layout to stimulate staff meeting discussions