

# THE BASICS

1. Our practice will always try to stand out because of our people.
2. Our presentation should always be excellent, with clean clothes, shoes in good condition and always wearing a name badge.
3. We greet all patients with a warm welcome & give a fond farewell when they leave.
4. We use patient names whenever possible. We always introduce ourselves by name and maintain eye contact when speaking.
5. It is our shared responsibility to ensure uncompromising levels of cleanliness in all areas of the practices.
6. Assisting a “live” patient always takes priority over other tasks.
7. We try to anticipate and exceed patient expectations.
8. Patients never interrupt our work and we always acknowledge a waiting patient when assisting other patients.
9. We try to answer the telephone within 3 rings, using the practice name, our own name and a greeting. If we need to ask a caller to be placed on hold we wait for a response.
10. We always return phone calls on the same day, or leave a message.
11. We are all ambassadors for good quality eyecare. We encourage people to look after their sight by having regular check-ups & by looking after their spectacles or contact lenses.
12. We respect our professional colleagues and never criticise a competitor.
13. We never make a promise we cannot keep & we always keep information confidential.
14. We always try to “do it once & do it right”. Problems are fixed so that the same difficulty wont happen a second time.
15. We don't use negative words (no, can't) & always offer an alternative.
16. We all strive to be knowledgeable & to improve how we do things.
17. If we receive a complaint or are told of a problem, we “own it” and it is our responsibility to follow it up with the appropriate people.
18. We never eat, drink or smoke in a patient area.
19. We have an “open door” policy for closed rooms: We always knock & go in.
20. We practice teamwork and mutual respect at all times.

**“Quality only happens when  
we care enough to do our best”**