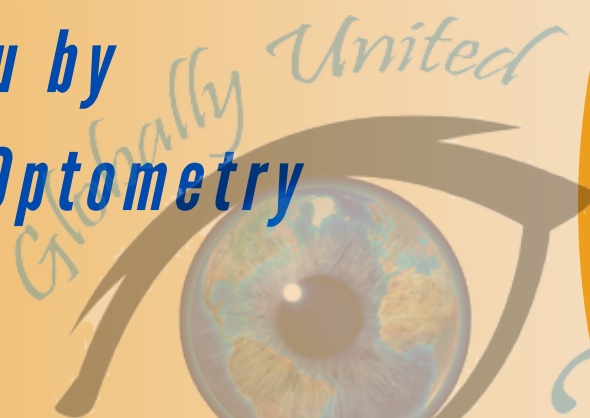


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# TWOP TIPS

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# EFFECTIVE COMMUNICATION OF AN OPTOMETRIST



#TwopTips



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## PERSONALITY



- The effectiveness of an optometrist mostly relies on his/her ability to communicate with the patient. From the patient's history, patient's subjective refractions, to explaining the diagnosis and patient education, all these require good communication skills.



- And when a patient understands their situation more, the higher the success rate of their compliance, the more effective the management becomes. So here are some tips on how to communicate well with patients.

## PERSONALITY



- Gauge the personality and character of the patient before approaching for your optometric routine.
- Some patients can be a bit shy and timid. It helps to show them you are in a light mood.
- Then some patients can be aggressive. A well-modulated voice and a sense of professionalism can help in handling such patients.
- You will encounter patients in a rush and patients that will take all of your chair time.





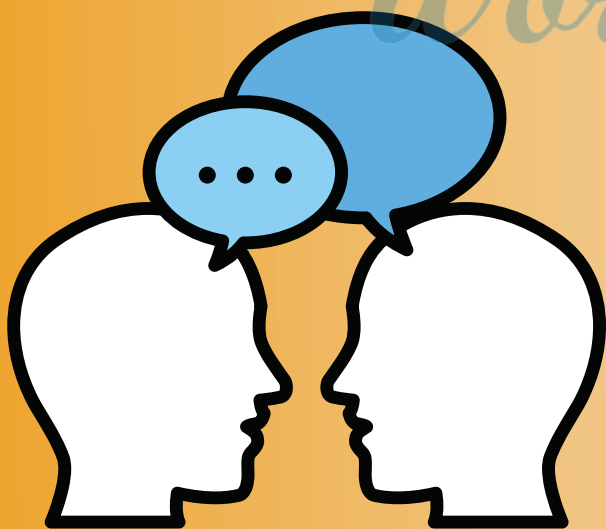
## LANGUAGE & TONE



- Use plain language. We know these patients didn't study optometry. And if you encounter early presbyopes, you might have had an encounter with those who are in denial.

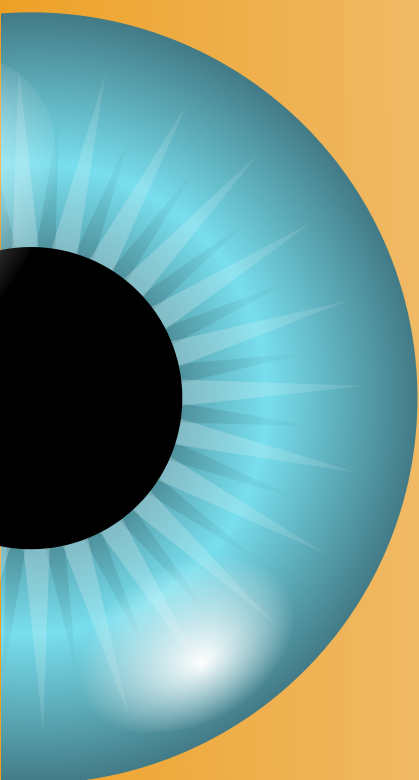
- Some won't like what you are suggesting to them: i.e. reading glasses. It is important to speak slowly and clearly. Use either a friendly tone or speak reassuringly.

- Patients will be more open to you, and it can lead to better diagnosis and better management.



## GRAPHICS

- Use Images/Presentation Materials. These days, people mostly don't rely on their imagination anymore.
- It's getting harder to understand just plain words and explanations.
- Visuals are everywhere, and we might as well use them. There are many graphics, diagrams, pamphlets, and other educational materials that we can use.
- It will be convenient to arm yourself with these visuals in your practice.



## PATIENT EDUCATION ROLE



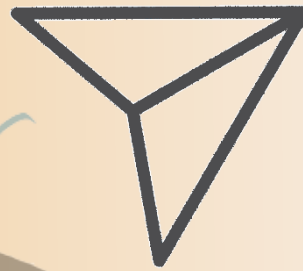
- Delegate some patient-education roles to other staff.
- It helps to get some of the team involved. This is very helpful in cases of inquisitive patients.
- Some clinical practice routines that require reminders like contact lens care regimen can be assigned to staff.
- It will increase your productivity and chair time for other patients as well.



Wow, what a cool content



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