AMERICAN ACADEMY OF OPHTHALMOLOGY®

Protecting Sight. Empowering Lives.®

AAOE® 2022 Practice Management Webinar Series

How Technology Can Improve Patient Experience

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Megan Odell, MHHR

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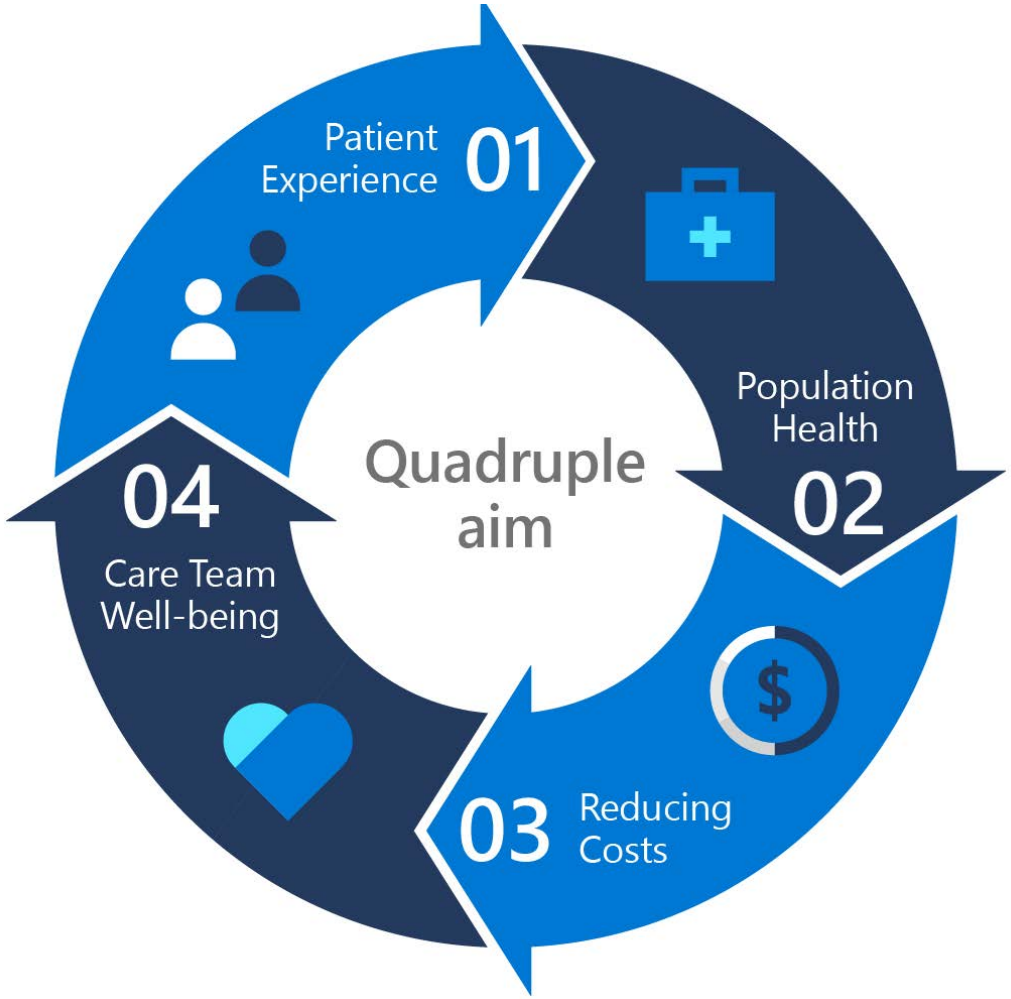
The presenters have no financial disclosures or proprietary interests.

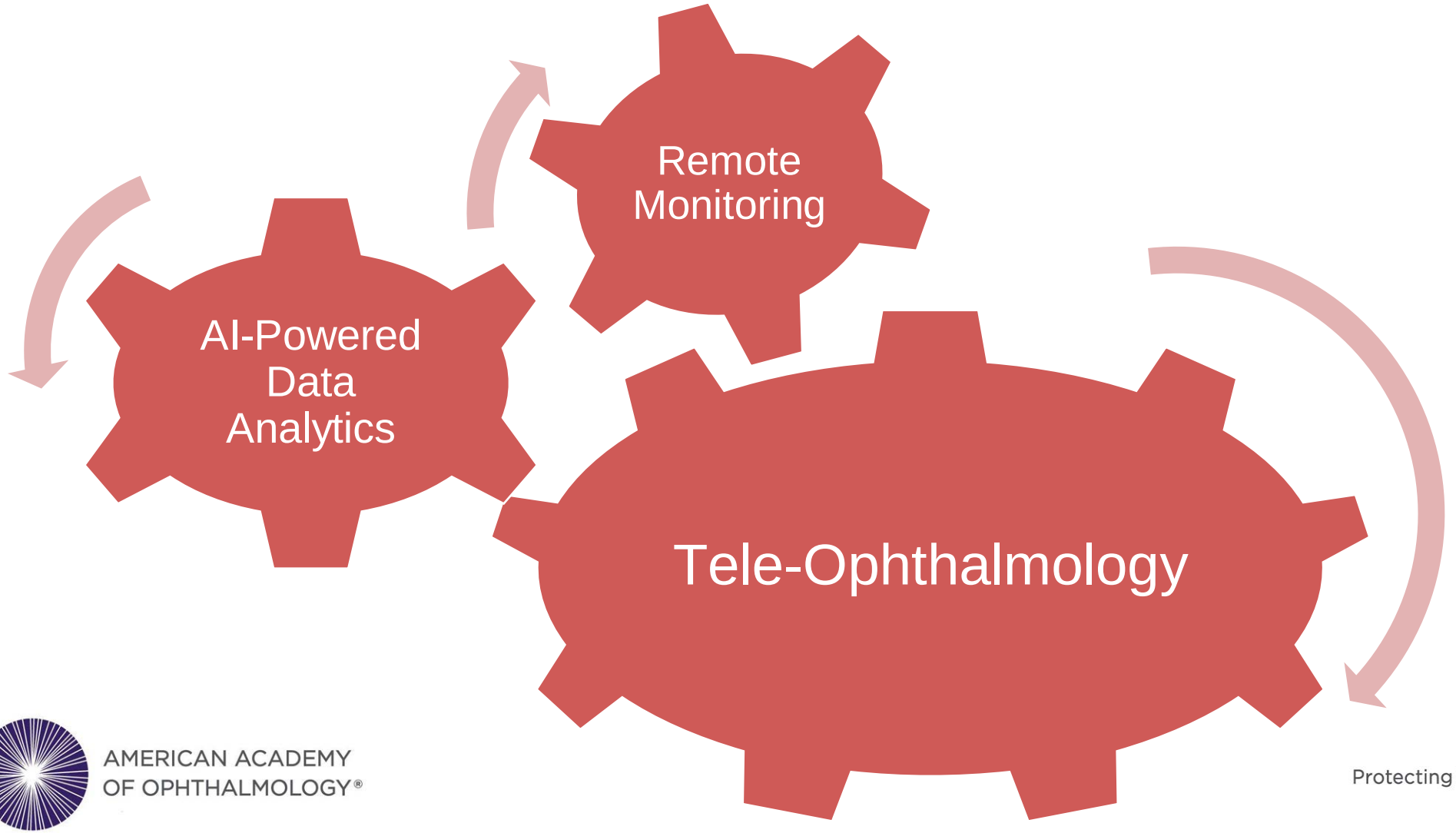
A Few Housekeeping Tips

- Please enter your questions into the Q&A feature and not the chat.
- The captioned webinar recording and slide deck will be available within a few days in the Practice Management Video Library: https://www.aao.org/practice-management/resources/videos
- Your feedback is important. Please submit the brief webinar evaluation following today's presentation.

Digital Innovation and Transformation



Innovations in Digital Technology



Tele-Ophthalmology

- Contact
- Connect
- Consult
- Care

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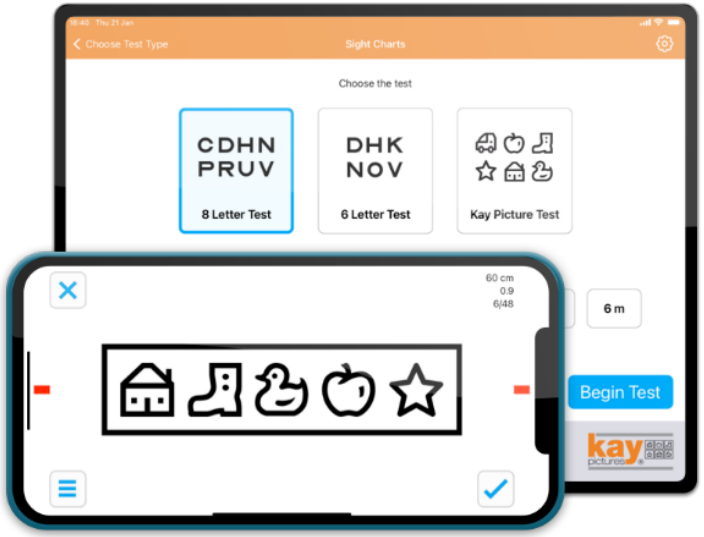
Remote Monitoring



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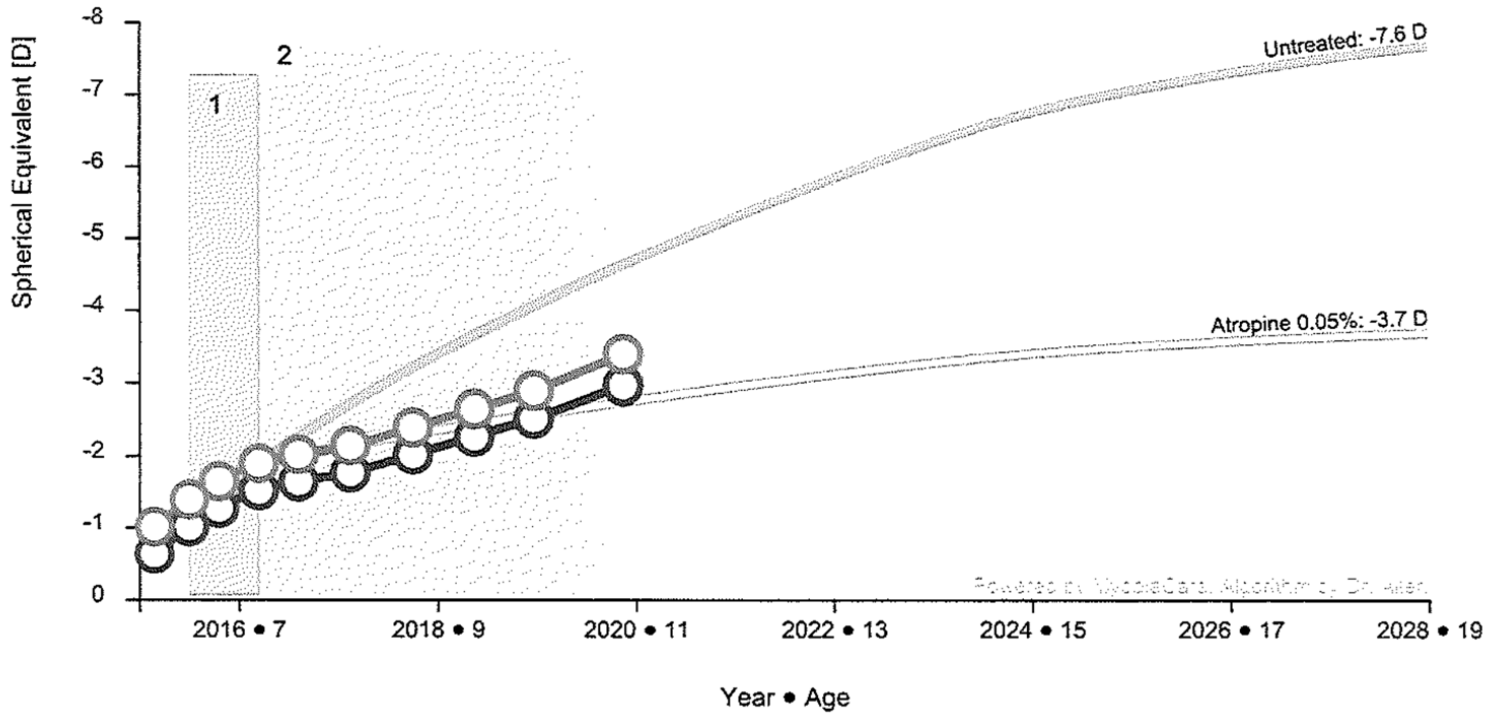
AI-powered Data Analytics

Refraction Progression



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Technology for Operations

Considerations:

- Patient Information Capture and Communication
- Staff Training and Communication
- Office Space Constraints
- Staff Retention
- “Work Smarter, Not Harder”

Patient Information Capture and Communication

- Mass “Marketing” Systems
- Patient Kiosk/ Check In System
- Online scheduling
- Online Chat Option

Staff Training, Communication, and Workspace

- GoToMeeting, Zoom, Google Meet
  - Town Hall, Training, Team meetings, 03
- Office Space Constraints
- Work From Home
  - Virtual Scribe
  - Call Center
  - Surgery Scheduling
  - Patient Triage
  - Prescreening
  - Insurance

Staff Retention

- Great Resignation
  - Re-recruit the staff you have
  - Costs to replace staff
    - Frontline = 50% of salary
    - Middle management 100%+
    - C-Suite 200%+
- “Work Smarter, Not Harder”
  - Simplify the work
  - Engage staff to problem solve

Technology and the Patient's Perspective

Convenience

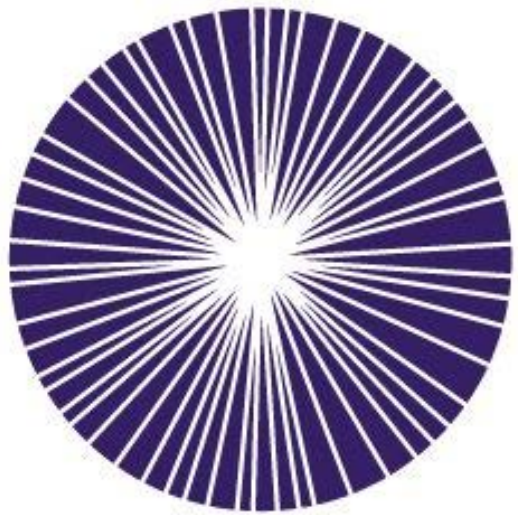
Parking Lot
Check In

Compliance

Connection

Resources: Technology in the Practice

- Coding for Phone Calls, Internet and Telehealth Consultations
- Teleophthalmology: How to Get Started
- Remote Monitoring Comes Into Focus
- Cybersecurity Tips
- Cybersecurity During COVID-19
- Webinar Recording: The Ease of Implementing Telemedicine into Your Practice
- Course Recording: Protect Patients, Practice, and Profits from Ransomware



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