

Customer Service in the ASC: Enhancing the Patient Experience

Presented by: Laurie Brown, MBA, COMT, COE, CPC, CPMA
September 28, 2021



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LAURIE BROWN, MBA, COMT, COE, CPC, CPMA

Prior to joining BSM, she spent nearly 20 years serving as the practice administrator for a world-renowned cataract and refractive surgery practice in Eugene, OR. Laurie has more than 30 years of experience in the ophthalmic industry, holding managerial, clinical, and surgical roles.



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Objectives

- Review the importance of customer service
- List opportunities to enhance the patient experience



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The Why?

- Patients refer other patients
- Because it makes a difference!
- Surgeons have choices



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A photograph of a smiling male surgeon in blue scrubs and a surgical cap. He is in the foreground, looking towards the camera. In the background, three other healthcare professionals (two women and one man) are visible, slightly out of focus. They are also wearing blue scrubs or white lab coats. The setting appears to be a hospital or surgical suite.

#10 Professional, friendly staff



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#7 Creating a Welcoming Environment

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#6 Embracing Standardization



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#2 Welcoming & Sharing Feedback

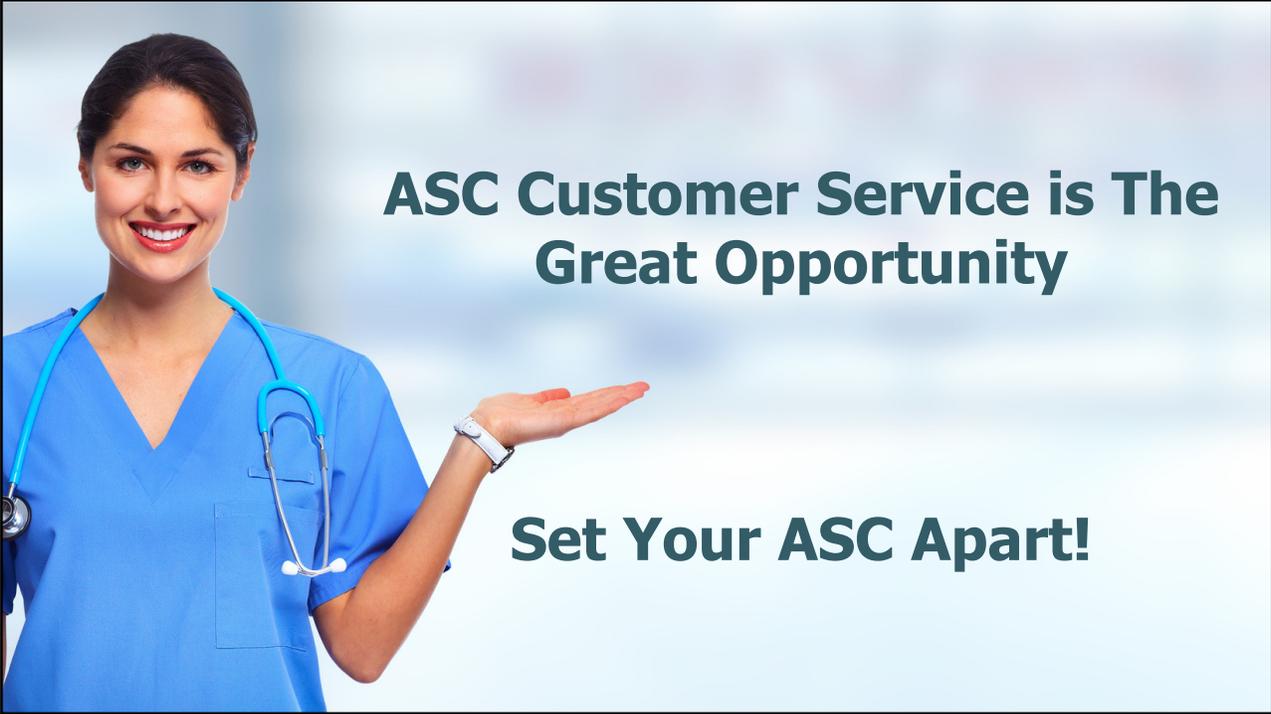
- The OAS CAHPs survey question areas:
 - ✓ Before your procedure
 - ✓ About the facility and staff
 - ✓ Communications about your procedure
 - ✓ Your recovery
 - ✓ Your overall experience
 - ✓ About you



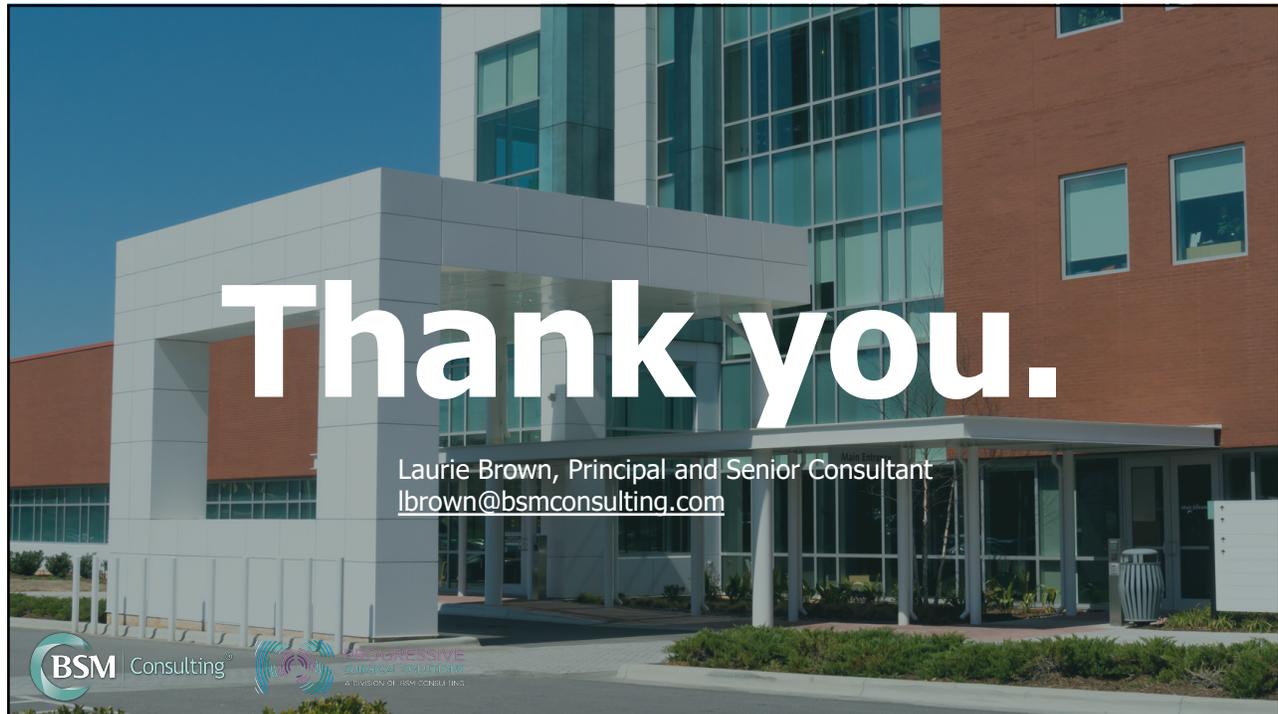
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