

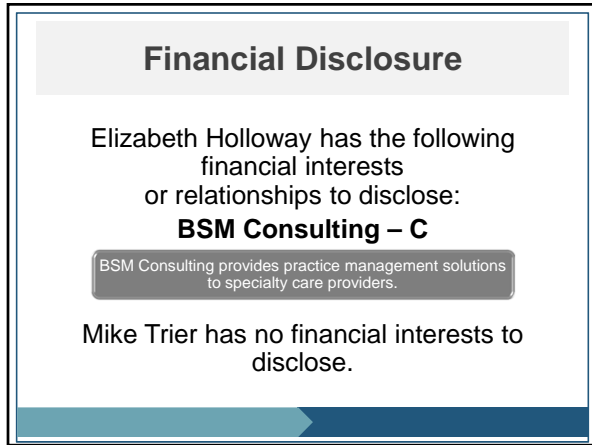
Strategic Training

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BSM Consulting

HORIZON EYE SPECIALISTS
& LASIK CENTER



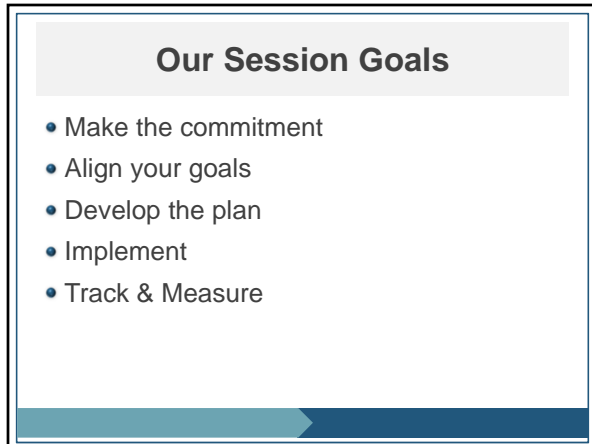
Financial Disclosure

Elizabeth Holloway has the following financial interests or relationships to disclose:

BSM Consulting – C

BSM Consulting provides practice management solutions to specialty care providers.

Mike Trier has no financial interests to disclose.



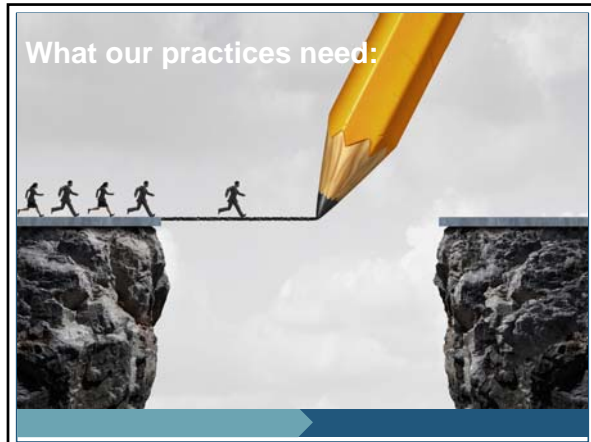
Our Session Goals

- Make the commitment
- Align your goals
- Develop the plan
- Implement
- Track & Measure

**“We are a
LEARNING
organization.”**
- Mike Trier

- Why We Don't Train**
- Time
 - Money
 - Physician Buy-In
 - Senior Management
 - Naysayers
 - **BUSY**

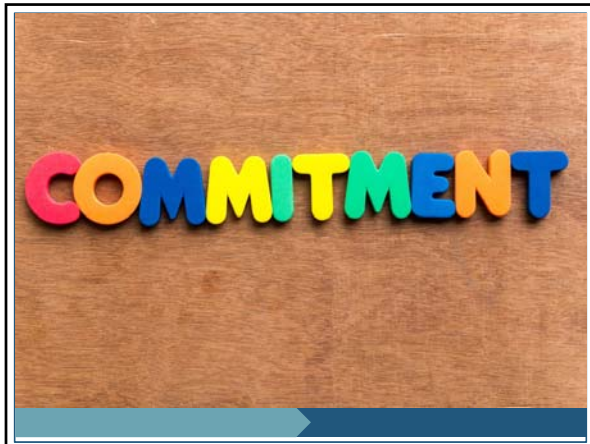
What happens
when we
don't train?



Expectations of Employees

- Error Free Performance
- Cultural Understanding
- Dynamic Customer Service
- Grateful for Job
- Satisfied in Growth

Are our expectations
REASONABLE
without
TRAINING?

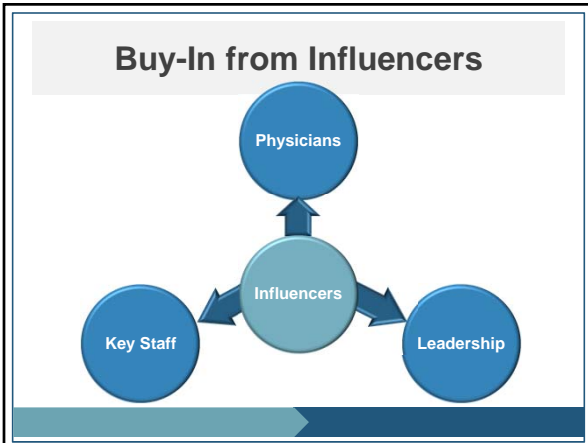








Why is Horizon Eye successful?



Buy-In from Influencers

Physicians

Influencers

Key Staff

Leadership



Develop Champions

I am a
CHAMPION

What are your practice goals?

- Create an efficient office
- Increase cash services
- Add new provider or specialty
- Decrease office errors
- Improve onboarding for new employees
- Develop rock star customer service

Develop Action Plan

Action Items for Staff Training Program Development	Responsible Person(s)	Due Date	Completion Date	Status/Notes
Management team to discuss and agree on implementation of distance learning curriculum for various departments/groups of staff.	Owners & Steve			
Steve to download necessary templates from BSM Connector® website, and make any desired additions/deletions.	Steve			For assistance locating or downloading templates, please contact BSM Customer Support, 866-220-3184.
Steve to register each participating staff member as a student on the distance learning site.	Steve			For assistance registering students, please contact BSM Customer Support, 866-220-3184.
Once training plans are created and staff members are signed up for the site, staff meeting to be held to discuss the new program with staff.	Owners &/or Steve			For example, "In follow up to the employee survey, we've made a practice-wide decision to implement a more structured training program using a distance learning center."
Post staff meeting, Steve and/or managers to meet with direct reports individually to review training plans. Clear timelines should be laid out for course completion schedules, along with regular check-in meetings.	As assigned			
Steve can check student progress through the Student Report Card section of the Manager's Toolkit.	Steve			For assistance checking student progress, please contact BSM Customer Support, 866-220-3184.

Provide Resources





Training Options

- BSM Connection® Distance Learning Center
- Eagle Associates
- ASOA Learning Center
- Certified Patient Service Specialist®
- JCHAPO Webinars
- YouTube

Training Plans

BSM Connection® for Ophthalmology

Distance Learning Training Plan: Front Office Personnel

Employee Name: _____ Date: _____

Course #	Course	Date Sched.	Date Comp.	Score Achieved	Comments
New Employee Orientation					
OPH 01 30-101	Key Success Factors in an Ophthalmology Practice				
OPH 01 30-102	Telephone Skills Training				
OPH 01 30-103	Human Resources				
OPH 01 30-104	Anatomy of the Patient Exam				
OPH 01 30-105	Overview of the Patient Encounter				
OPH 01 30-106	Scope of the Eye Care Practice				
OPH 01 30-107	Ophthalmic Facilities and Equipment				
OPH 01 30-108	Anatomy of the Eye				
OPH 01 30-109	Peer to Peer Relations for Staff Members				

Lunch & Learn at Horizon Eye





Mentoring at Horizon Eye & BSM

Staff Selection Process

**Become the
Employer of
Choice**

Professional Certification

- Technician Certification (COA, COT, etc.)
- Scribe Certification
- Certified Patient Service Specialist®
- Ophthalmic Coding Specialist (OCS)
- Certified Ophthalmic Executive (COE)

Track and Measure Results

What does it take to conquer the mountain?



Conclusion

- Commitment
- Culture
- Champions
- Career

Thank you!

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