

5 TIPS

To Improve Your Cataract Education Process



1. Focus on human interaction over impersonal automation.

Automation is often a double-edged sword for practices. While some automation helps with efficiency, too much automation can come at the expense of an empathetic patient relationship.

When you plan patient education, it's best to place more emphasis on real, heartfelt conversations with patients than on time-saving automation like educational videos. Navigate helps you balance human interaction with time-savings.

Learn more about [how automation affects the patient relationship](#) and [overcoming fear with empathy](#) on our blog.

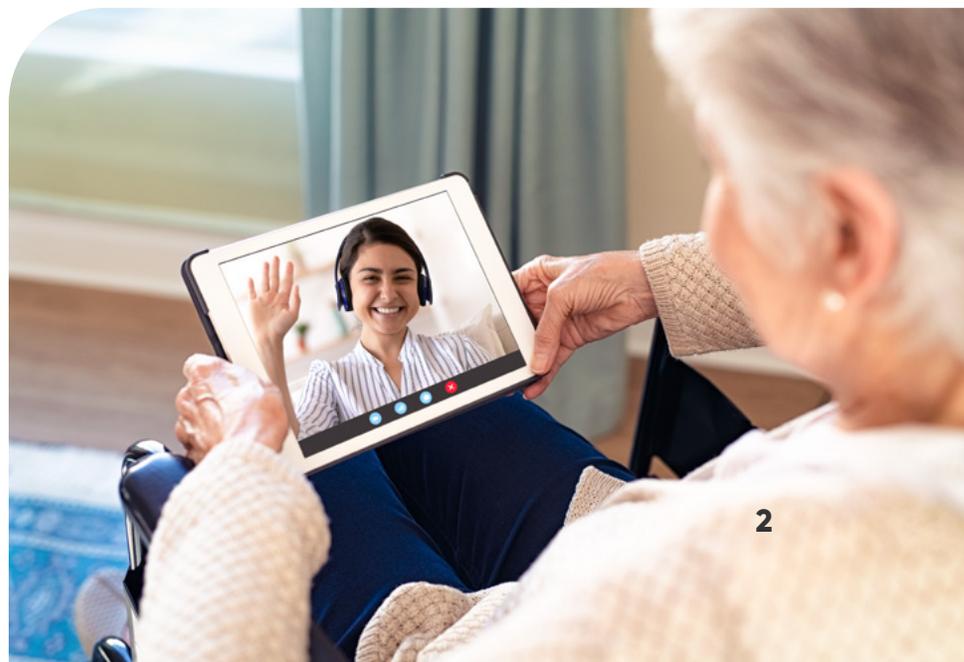
2. Provide dedicated education staff.

The staffing shortages from the past few years have coincided with rising patient numbers. As the gap continues to increase, practices must find more time in the day to serve those extra patients with fewer team members.

However, high patient numbers can't come at the expense of quality patient education. In fact, great patient pre-education can be part of the solution!

When patients are educated beforehand, cataract evaluations go quicker, allowing time for more patients in the week.

Find out how our Navigators have helped amid staffing shortages in this [recent case study](#).



3. Front-load the education conversation.

The earlier in the process patients know their options, the better. The longer patients have to consider their options, the more likely they are to choose the best one for their vision and have fewer remaining concerns the day of their evaluation.

When you front-load the conversation with education before the consultation, your practice reaps the rewards of well-informed, decisive patients. Pre-education increases cataract patient and team happiness while improving the bottom line.

Learn more about the value of pre-education in this [recording of a past webinar](#).



4. Be transparent about pricing and financing.

Sharing your pricing and financing options up front benefits patients and your practice.

Cost is an important part of making an informed decision, especially when it comes to premium options. Patients who hear transparent cost information prefer having additional time to budget and tend to invest in premium procedures at a higher rate.

Navigate provides each patient the information they need, including pricing and financing of all available packages offered by their surgeon.

Find out more about the [benefits of transparent pricing](#) as a part of patient pre-education on our blog.

5. Document education in an easy-to-find location.

It's important to store records of education conversations, including questions and concerns already addressed. A great way to accomplish this is to integrate that information into your electronic medical records (EMR).

This information handoff makes the education process feel smoother and more stress-free for patients and your practice.

Navigate works seamlessly with your systems to make sure the education narrative is stored in your EMR and requires no training, no new software, and no disruption to clinical workflow.

Hear what it's like to work with Navigate directly from our partner practices on our website, navigatepatient.com.





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