

Patients Love to See to See You Smile

Easy and quick to read, this how-to book for Eyecare staff and doctors is a non-clinical primer for enhancing the experience of your patients through quality service. Written by practice management expert Thomas F. Steiner, this book will help you understand customer preconceptions and emotional needs so you may focus on what's important to your patients.

1 Book \$19.95; 3 or more Books \$17.95 each

T a b l e o f C o n t e n t s

- 1. First, Understand What Makes Patients Smile**
- 2. 12 Commandments for Exceptional Service**
- 3. Creating an Exceptional Patient Experience**
- 4. When Service Fails**
- 5. Be the Best You Can Be**