Education Projects   College of Education

Summer 2021

Reaching Beyond Satisfaction: Customer Retention Efforts in a New Organization

Michelle Poston Osborne

Consultancy Project
Executive Summary

Organization: Gardner-Webb University School of Education

Project Title: REACHING BEYOND SATISFACTION: CUSTOMER
                       RETENTION EFFORTS IN A NEW ORGANIZATION

Candidate: Michelle Poston Osborne

ConsultancyCoach: Dr. Jeffrey Hamilton

Defense Date: 07/07/2021

Authorized by: Dr. Patrick Vollmer

Approval

This consultancy project was submitted by Michelle Poston Osborne under the direction of the persons listed below. It was submitted to Gardner-Webb University School of Education and approved in partial fulfillment of the requirements for the degree of Doctor of Education at Gardner-Webb University.

_____   _____
Dr. Jeffrey Hamilton, Faculty Advisor   Date
Gardner-Webb University

_____   _____
Dr. Patrick Vollmer, Site Advisor   Date
Vita Eye Clinic

Acknowledgements

My journey to complete my doctorate has been a challenging but rewarding experience.I want to thank my Lord and Savior for giving me the desire to further my education.My objective is to use the knowledge I have gained to lead people and influence others to further their education.

I would like to thank my husband Casey for supporting me emotionally and having the patience to allow me to complete my studies throughout the past 3 years.My children, Tamara, Elizabeth, and Lamont, have encouraged me along the way, and I am grateful.I have influenced them to continue their education.I am forever grateful to my parents, Marvin and Doris Poston, for keeping me encouraged and letting me know that I can complete the program.I want to thank my sister and brother for their words of inspiration and for reminding me that I have always been a resilient person.

Finally, the instructors in this program are all wonderful.All my professors made this program engaging and always responded in a timely manner with any questions or concerns I had.I want to thank Gardner-Webb for the opportunity to enroll and complete this program.

Abstract

REACHING BEYOND SATISFACTION: CUSTOMER RETENTION EFFORTS IN A

NEW ORGANIZATION. ORGANIZATION. Osborne, Michelle Poston, 2021:

Consultancy Project, Gardner-Webb University.

The significant challenge to Vita Eye Clinic is marketing itsawarenessand increasing the number of new patients. I reviewed articles that use knowledge of customer needs in organizational decisions. Some questions include knowing how organizations convert knowledge of customer needs into powerful organizational methods (Ross, 2015). Another question is, "How does awareness evolve when advertising stops" (Aravindakshan& Naik, 2010, p.315). The purpose of this project is to identify best practices for meeting the needs of the customer.Meeting the needs of the customer seems to be an important aspect of this project.Social media is a key factor in marketing awareness. Having a private practice entails making a connection with the patient and showing a concern for the well-being of the patient.

Keywords: marketing awareness, customer needs, customer base, social media, customer satisfaction

Table of Contents

1   Introduction

1.1   Project Purpose

The significant challenge to Vita Eye Clinic was marketing itsawareness and increasing the number of new patients.Vita Eye Clinic's staff is its greatest resource.Patient care is the top priority of the organization.The staff are accommodating to the needs of the patient and are excited about the services they provide. The purpose of the project is to assist Vita Eye Clinic with its customer retention needs to show the benefits of delivering exceptional customer service to meet the needs of the patient.

1.2   Associated Documents

The documents associated with this project include
Appendix A: QualitativeSurvey
Appendix B: Quantitative Survey
Appendix C: Needs Assessment
Appendix D:Customer Satisfaction Survey
Appendix E: Strategic Plan
Appendix F: Professional Literature Review

1.3   Project Plan Maintenance

Angie, the receptionist, updated the project plan, and contact was made through notification of next steps.Project objectives were advanced, and changes were updated with each milestone in discussion with the receptionist and Dr. Vollmer.The receptionist was the connection for observations and evaluationsof the practice.

2 Project Scope

The scope of the project consisted of gathering statistics and conducting surveys regarding a possible customer relations issue.The objective of the project is to gain strategies to keep patients coming back.The project introduced strategies to improve customer retention and increase exposure.Web design was not included in the project. The risks to this project wereexceptionally low.

2.1 Outline of Partnering Organization's Objectives

2.1.1 Objectives

The goal for Vita Eye Clinic was toincrease exposure.Dr. Vollmer was rebranding the business under a new name, so it was fitting to participate in this project.The main objective was to increase the customer base by 75%, increase eyewear by 50%, and increase the satisfaction of the customers by 50%.

2.1.2 Success Criteria

Success of the organization's project was measured bymy ability to
- review social media posts; 95% of posts were positive
- increase the sale of eyewear; there was a 50% increase

2.1.3 Risks

The major risks for Vita Eye ClinicareCOVID-19 could last several years, HIPPA compliance could be breached because information must be kept private, and data collection must be protected.

Very Low/ Very High	Low/Very High	Medium/ Very High	High/ Very High	Very High
Very Low/ High	Low/High	Medium/ High	High	Very High/ High
Very Low/ Medium	Low/Medium	Medium	High/Medium	Very High/ Medium
Very Low/ Low	Low	Medium/ Low	High/Low	Very High/ Low
Very Low **Customer not satisfied. Not able to increase sales.**	Low/Very Low	Medium/Very Low	High/Very Low	Very High/ Very Low

The practice may not reopen. The pandemic may last several years.				

Summary:
The project is clear, the schedule is realistic, and involvement is passive.Technology is simple, the project requirements are well-defined. This is a low-risk project according to the framework.

2.2 Outline of Student's Objectives

2.2.1 Objectives
- I have learned how to take what I studied in class to develop leadership skills and apply them to this case.
- My responsibilities include creating a strategy to help the practice move forward.
- I havegained knowledge on how to market by using social media.This project will be a model for future projects.

2.2.2 Success Criteria
This project will be successful if there is an increase in new patients of 75% andan increasein eyewear of 50%.

2.2.3 Risks
The major risks for this project includethe pandemic may last for more than a year, the business may not reopen, customers may not be satisfied, and sales may not increase.

2.3 Definitive Scope Statement
The scope of this project involved personnel, clientele,and social media posts.Webdesign was not included in this project.

3   Deliverables

3.1   To Partnering Organization
Deliverables to Vita Eye Clinic involve developinga survey, observing the practice,and creating a strategic plan.The deliverables are not contractual.

3.2   From Student
My deliverables include working with Vita Eye Clinic, gaining marketing skills,and applying what I learned in class to this project.

4   Project Approach

4.1   Project Lifecycle Processes

The project began with a face-to-face meeting to identify the significant challenge. There was an agreement signed with the partnering organization. Evaluations of similar organizations were key to how to approach this project.The project was split into phases by use of milestones.Reviews were made by use of studies and best practices.The input was accepted by email.

```
                    Interviewed
                    Partnering
                    Organization

   Performed                        Collected
   Observation                      quantitative
                                    and
                                    qualitative
                                    data

        Researched          Created
        other               survey
        organizations
```

4.2   Project Management Processes

Dr. Patrick Vollmer signed the project agreement and Dr. Jeff Hamilton, faculty advisor, approved the plan. I gathered information from Dr. Vollmer regarding the significant challenge.My goal was to develop strategies for improvement for the eye clinic; my objective was to help Vita Eye Clinic increase new patients by 75%; and the expected outcomes were to assist Vita Eye Clinic indeveloping best practices for its business.I identified the scope of the project and developed a risk plan.Other documents included a quality assurance plan and a needs assessment.Key assumptions were established.

   Major Risks:
   1. COVID-19 could last several years.
   2. Patient privacy could be breached.
   3. The practice may not reopen.

Project close–Issues encountered withVita Eye Clinic werescheduling conflicts and the interruption of the pandemic.The practice is small but kept a

tightschedule.Once the project started progressing, COVID-19 caused the practice to close for a moment and that caused a minor barrier. Throughout this project, I created a survey, monitored Vita Eye Clinic's Facebook page, created a quality assurance plan and a strategic plan.With the interruption of COVID-19, the survey was not implemented.

Personally, I learned that establishing a personal relationship with others is important.People remember those connections and they will likely keep those relationships and be repeat customers.This project has proved that we are resilient, and we need each other to survive.

Professionally, I learned that customer engagement is an important aspect of an organization because it develops customer loyalty and gathers valuable customer data.Customers provide the significant feedback that is needed to move the organization in the right direction as well as give important insight to marketing decisions and working towards strategic goals.

4.3   Project Support Processes

The receptionist andDr. Vollmer provided support for this project via face-to-face meetings and Zoom. Support by Vita Eye Clinic assisted me to observe the practice and work on next steps.

4.4   Organization
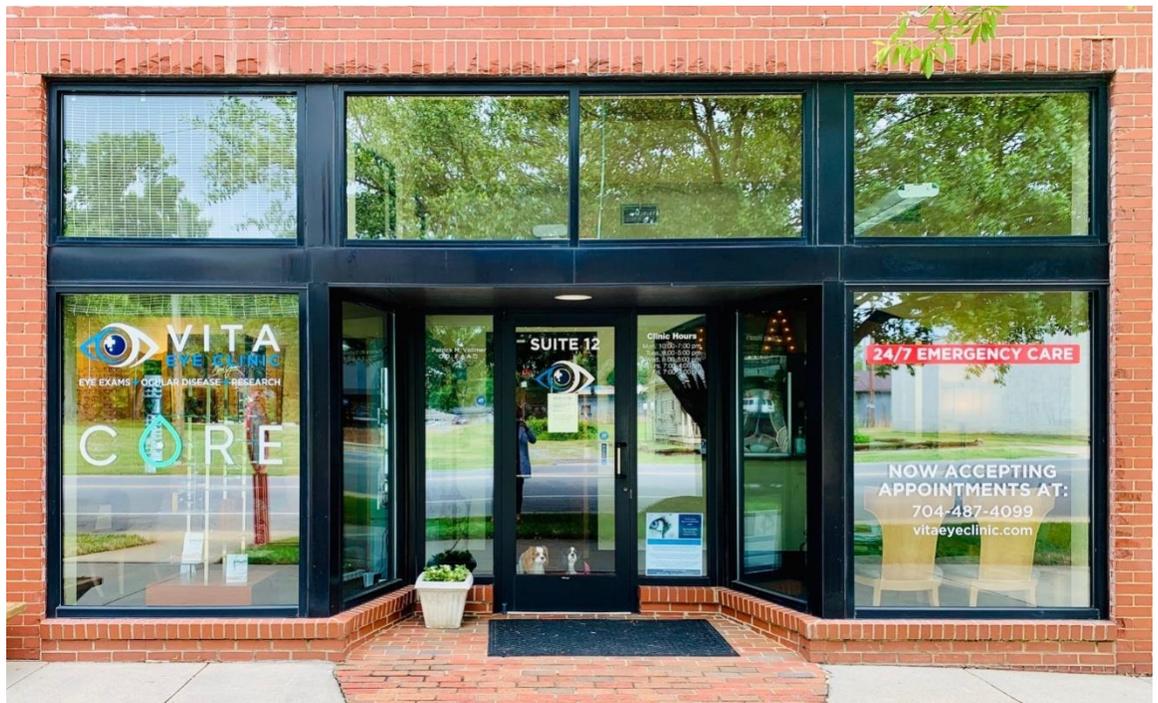
4.4.1 Project Team

Authoritative power regarding answering questionsand developing a mission statement and a quality assurance plan was granted by Vita Eye Clinic.The receptionist, Angie, was the medium between me and Dr. Vollmer.

4.4.2 Mapping Between Organization and Student

I exercised decision-making authority to evaluate the needs of the eye clinic by evaluating social media interaction andcreating a needs assessment. The receptionist assisted in setting up appointments for me to meet with Dr. Vollmer.

5 Communications Plan

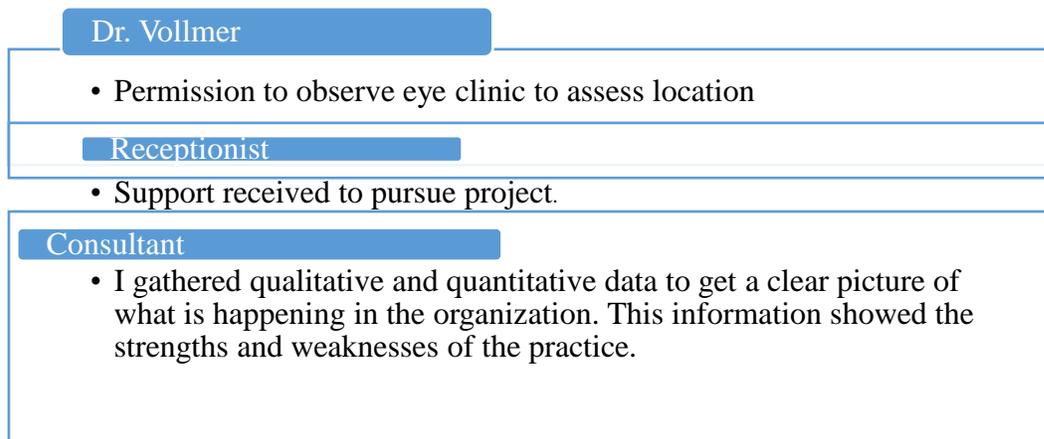|				
	Details of acceptance test process and test cases	To agree with the project how the work will be deemed "complete"	During test preparation phase as defined in Project Plan	Acceptance Test Plan and Acceptance Test Cases for review and approval.
	Detailed progress & financial reports	To understand how the work is progressing, changes to the business involvement.	Monthly	Copied on monthly status report.
	Details of requested changes	To authorize additional expenditures, changes in functionality, changes in working practices.	As they are raised, either by business side or project side.	Formal project change request form for review and approval.
Project team	general status update	To see how their work fits in	Weekly for informal updates, twice monthly for formal'	Weekly in person, other via team meeting
	work packages	To know what is expected of them	On joining project	By having access to project plan, and being informed in person by team leader
IT first line manager	Project plan - involvement in its development	To plan staffing resources, agree budget & spend profile, help in risk planning	During first 3 weeks of project	Review and approval of Project Plan
	progress & financial updates, risks, sponsor status	To adjust staffing resources across dept., help agree actions to minimize risks, not be caught off guard with changes	Immediately on occurrence for major problems.Weekly for update on issues, monthly for overall status.	In person contact for major issues, formal weekly emails, formal in person review of monthly report
IT finance exec	Financial plan	To approve budget and capital expenditure	During first 3 weeks of project	Review and approval of Project Plan

I gathered the information needed to assess the needs of the eye clinicduring the first 3 weeks by establishing a review and approval of the project plan.I emailed the receptionist and Dr. Vollmeron a bi-monthly basis to check on updates and provide feedback.

6   Work Plan

The work plan involved the following:
- Observing the environment
- Creating a customer service satisfaction survey
- Gathering quantitative and qualitative data
- Developing a strategic plan

6.1   Work Breakdown Structure

Dr. Vollmer
- Permission to observe eye clinic to assess location

Receptionist
- Support received to pursue project.

Consultant
- I gathered qualitative and quantitative data to get a clear picture of what is happening in the organization. This information showed the strengths and weaknesses of the practice.

The chart above shows the individuals associated with this project.I was granted permission to observe the eye clinic to assess the practice.The receptionist was supportive in assisting the project to move forward.I gathered data and consulted with Dr. Vollmer.

6.2   Resources

Resources used for this project included the following.

Year 1-2019:

The receptionist assisted in scheduling meetings to discussthe agenda and gather information to complete milestones.The receptionist scheduled a time for observation of the clinic.

Year 2-2020:

I created a survey for patient overview of customer satisfaction towards Vita Eye Clinic. During this time, due to the pandemic, the partnering organization closed temporarily from March 18,2020until May 1, 2020.The project continued through emails and phone calls.

Year 3-2021:

I reviewed posts on Facebook to assess positive presence on social media.

7   Milestones

Milestone Number	Title	Forecast date
1	Signed project agreement	10/2018
2	Developed a quality assurance plan	10/2020
3	Drafted a strategic plan	10/2020
4	Created a survey	11/2020
5	Project complete	6/2021

8 Metrics and Results

I created a satisfaction surveyand sent it to Dr. Vollmer.I viewed social media posts and observed the practice. I collected data from social media that were monitored to measure the presence of the use of a platform to increase awareness.The result of the project showsthere has been a 99% increase in attendance since 2018.Social media is a valuable tool to interact with patrons.The survey was not administered, but the questions assisted in bringing attention to the needs of the customer.

9 Risks, Constraints, Assumptions

9.1 Risks

Risk Description	Mitigation Plan (what to do to avoid the risk occurring)	Contingency Plan (what to do if the risk occurs)	Impact (what the impact will be to the project if the risk occurs)	Likelihood of occurrence (e.g., %, or high/medium/low)
Inability to continue adding new patients.	Continue to meet with partnering organization to arrange for next steps.	Move forward with the project and collect qualitative and quantitative data to assess project needs.	Risk would delay growth of project.	Low
Ongoing uncertainty of pandemic.	Created updates to plan to keep Vita Eye Clinic on task.	Assess needs of the partnering organization.	Risk would limit progress of meeting the needs of the customer.	Low
Loss of data or customers.	Revisit assumptions.	Reevaluate Vita Eye Clinic's organization status.	Risk would include lack of efficacy of the project.	Low
Lack of material resources.	Communicate with partnering organization during each semester.	Reconnect with the partnering organization to update client on the progress of the project.	Risk would eliminate the project from moving forward.	Low

9.2 Constraints

Constraints I encountered included time.Vita Eye Clinic was new to the practice, and finding time to meet while trying to operate a practice was challenging to Dr. Vollmer and me.The pandemic required a work-around, but the project was able to complete.

9.3 Assumptions

- There is a need for marketing.
- There is a need to collect quantitative and qualitative data.
- Vita Eye Clinic will provide the resources.

10 Financial Plan

The resources used for the project were time, social media platforms, observations, and surveys.All were available free of charge.There was no financial budget needed for this project.

11 Quality Assurance Plan

Models for improvement:

Plan:

Incorporate your team in analyzing the quality improvement plan.Several positive ideas for advancement come from the staff doing the work. Take into consideration all the aspects of the team members, both clinical and non-clinical.Be sure you can ask, "What's in it for me?" (WIFM) for everyone you think will be a participant.A patient survey can include identifying areas for improvement.

Simplified practice assessment

Team-based care.

We are seriously working to support physician-led, team-oriented care (check all that apply):

_____ Our culture is team-based, and everyone feels that they are providing in a meaningful way to quality patient care.

_____ Each day we start with a short team huddle.

_____ We have set up standing orders and protocols so members of the team can participate in patient care without approval for every move or decision (by our state laws).

_____ We provide continuous training for staff.

_____ Our EHR is established to engage and use the whole team.

Clinical quality and performance measurement

_____ We are consistently assessing our clinical status and accomplishment.

_____ We often oversee and examine a core set of clinical performance measures to enhance our quality improvement priorities.

_____ We use point of care registries to oversee and improve our patient care procedures.

_____ Our team receives consistent briefings about achievement on clinical measures and talks about opportunities to improve.

_____ We can compare businesses for best practices to see how we "measure up."

Health information technology (HIT)

In our clinic, we develop the use of HIT (check all that apply):

_____ We are frequently checking our workflows to make better the efficiency and reliability of our patient care.

_____ We are using text messaging, tele-visits, and/or e-visits to improve communication, provide assistance, and improve service for patients (by applicable law).

Professional satisfaction

In our practice, we are mindful of the risk of physician and staff overload and look to make better the working conditions (check all that apply):

_____ We conduct consistent physician, staff, and patient satisfaction surveys.

_____ We have members of the team who are dedicated to making better the wellness of our physicians and staff.

_____ We include a short section about making our workflows better and having a positive work environment at each team meeting.

_____ We offer employee assistance programs (EAP) or other resources when we are aware that physicians or staff requirehelp regarding managing stress, depression, or burnout.

_____ We meet regularly for recreational activities.

Practice organization and finance

We are eagerly overseeing important financial and personnel activities (check all that apply):

_____ We efficiently manage accounts receivable and bills within 2 days of service.

_____ We assess monthly budget reviews.

Source: Bagley (2015).

Do: With a dedicated team and a detailed plan, you have to advance to the next stage of your quality improvement initiative.Inform your team of the new process and exchange exciting stories to keep everyone inspired about the change.

Once the change is finished, consistently brief your staff on the approval of the new changes.The results will help you evaluate if the change is the desired outcome.

Study: Your team should examine the information that could have added to the findings.You may find that your change has been extremely successful, or you may see that the results are not what you wanted.Your team can collaborate to see how and why the results were obtained.

Act: During this final stage of the PDSA cycle, your team should determine next steps.

Action	Rationale
Adopt	The plan was a success, and now it is time to advance to a larger level.
Adapt	The plan is equaling or moving past the desired results, and the team sees a chance for improving outcomes.Based on your reviews, refine the current process in the upcoming planning phase.Investigate various areas in your practice to make improvements.
Abandon Discontinue the plan	The plan did not work or is more suitable for a different time or setting.Return to the planning phase to improve the current plan or establish a new one.

AppendixA

Qualitative Survey

Michelle OsborneQualitativeDataAnalysis 4/7/20

Executive Summary

<u>Introduction</u>

  The significant challenge to Vita Eye Clinic is marketing its awareness, building astrong customer base, and meeting the needs of the customers. I reviewed 10 articles that useknowledge of customers' needs in organizational decisions. Some questions include knowinghoworganizationsconvertknowledgeofcustomers'needsintopowerfulorganizati onalmethods(Ross, 2015). Another question is "How does awareness evolve when advertising stops?"(Aravindakshan& Naik, 2010 p.315). The purpose of the evaluation is to identify best practices formeetingthe needsofthe customer.

  For my consultancy project, I will use interviews to measure the customer needs at VitaEye Clinic. This is a small business; therefore, an interview session is feasible for this project.Interviewingisthemostcommonformatofdatacollectioninqualitativeresearch.Uns tructured interviews are mostly suggested in conducting long-term fieldwork and allow respondents toallow them to express themselves in their own ways and pace with minimal hold on respondent's responses(Jamshed, 2014).

  Qualitativeresearchinterviewsinvolvegatheringinformationandfactselicitingstori es and learning about meanings, emotions, experiences, and relationships that cannot easily beobserved.Interviews engage in active, supportive listening that involves

paraphrasing andprobingto develop rapportand encourage in-depthdiscussion (Rossetto, 2014).

Interviews are one of the main ways of collecting qualitative information.Even though all interviews are intended to get to know the interviewee better, the objective differs according to the questions in the research and the way it is interpreted by the researcher.Someresearch is for the purpose of answering certain types of questions, while other questions are to come up with answers to better understand assumptions (DiCicco-Bloom& Crabtree,2006).

Two of the main forms of interviewing are in-person and online.Online interviewsoffer people more ways to be creative in areas such as time and location.This provides a sense of privacy, and the meeting is lesslikelyto be disrupted by others(Peters&Halcomb,2015).

Focus group interviews and one-on-one interviews could be conducted in synchronous (real time) or asynchronous (non-real time) settings. Most asynchronous online interviewing is used through emails, bulletin boards, and discussion groups.(Janghorban et al., 2014).

Online interviews have advanced over the years and have overcome time and financial limitations, geographical dispersion, and physical limitations, which have caused a negative effect on onsite interviews.Online interviews have the flexibility to offer the same benefits as conducting an onsiteinterview(Janghorban et al., 2014).

Qualitative research consists of using images as a source of information, to collect or to understand information.Qualitative interviewingconsists of using visual tools that are used to address problems associated with qualitative interviewing.Visual

tools are important to making changes, communicating information, and data completion(Glegg,2019).

<u>Strategy</u>

My goal is to help Vita Eye Clinic in Shelby, North Carolina develop strategies to market its awareness and increase new patients.The benefit of accomplishing this project is toestablish a guideline for future projects that might have a similar need.I plan to communicatewithDr. Vollmer either onlineor in person monthly.

I will measure my goals by conducting surveys, reviewing statistics, and gatheringfeedback from the Vita Eye Clinic staff and customers. My goal is achievable and attainable in the currentsocio-economicenvironment.IwillknowwhenmygoalisaccomplishedwhenstatisticsforVitaEye Clinic have improved.I feel that my goal and timeframe are realistic for the goal I haveestablished.Thisprojecthasatimeframe of3years.

<u>Collection/Analysis</u>

The information was gathered in the form of interviews.Interviews are widely used among researchers for collecting qualitative information. The research question varies according to the purpose of the interview.Mostoftheseinterviewswillbethroughonlineservices.

<u>InterviewQuestions</u>

1. Whatdo youthinkabouttheselectionofeyewearatVitaEyeClinic?

2. Howcanweimprovethisproduct?

3. Describewhatyoudislikeaboutyourcurrentvisualsolution.

4. Whatshouldwestopdoing?

5. Howcanweimproveourservices?

6. DescribeyourexperiencewithDr.Vollmer.

7. HowwelldidDr.Vollmeranswer yourquestions?

<u>Findings</u>

After reviewing 10 articles that use knowledge of customers' needs in

organizationaldecisions, I found that receiving feedback from customers will convert

into

powerfulorganizationalmethods.Also,awarenesstendstoceasewhenadvertisingstops.The

purposeoftheevaluation isto identifybestpracticesformeetingthe needsofthe customer.

Visualtoolsareusefultoimpactchange,allowcommunication,showthedata,improv

edataqualityand validity,and simplifytherelationship.

Interviewsareareliablewaytogatherdatawhileelicitingstoriesandlearningabout

meanings,emotions, andexperiencesthat cannotbeeasilyobserved.

Psychologists claim that few of us ever tell anyone everything about anything.

They

saythemainreasonwedonotshareeverythingwiththoseweloveistheveryrealfearthatatsome

pointinthefuture,ourrevelationscouldcomebacktohauntus.Notonlyusedagainstus,butinso

me cases, we might neverhearthe last ofthem (Ehlert, 1999).

Studies show that patient satisfaction interviews using an in-depth approach are

morecommon than the patient survey method.The authors conducted patient interviews

andparticipant-oriented observations between patients, family members, and medical

staff in a largeteaching hospital to assess patients' perceptions of the quality of care

provided on a medical-surgical unit. The observations were classified according to the

Donabedian model of quality

ofcare:technicalcare,interpersonalcare,andamenitiesofcare.Technicalinteractions(92.5% ,or$n$= 123) were most common, followed by interpersonal interactions (5%, or $n = 7$) and interactionsrelated to amenities of care (2%, or $n = 3$). Of the patients interviewed, 89% ($n = 40$) weresatisfied with the treatment and quality of care they received. Of the 10% ($n = 9$) of patients whoreported dissatisfaction with the hospitalization, most of the complaints were related to surgicalprocedures. Observations and patient interviews may provide a more informative and accurateassessment of patient satisfaction than a reliance on patient surveys as the sole measure (Tasso et al.,2002).

Irecommendusinginterviewswhenresearching customersatisfaction. Interviews are a reliable way to get feedback from customers. Using open-ended questions willhelp businesses know where they need to improve. Customers can paint a true picture of whatneedsto be improved.

Yourorganizationneedstobeinthehabitoftryingandevaluatingnewideas.Thereisas mall percentage of organizations that have that custom. As in understanding customer needs,gettingaclearviewoforganizationalperformancerequiresvariouswaystomeasureorg anizational outcomes.Tracking only the organization's quarterly profit/loss statement is notenough.Itisimportanttomeasuretheperformanceoftheorganizationtosurvive(Ross,201 5).

DataKind

Online   Face-to-Face   Mail   Telephone
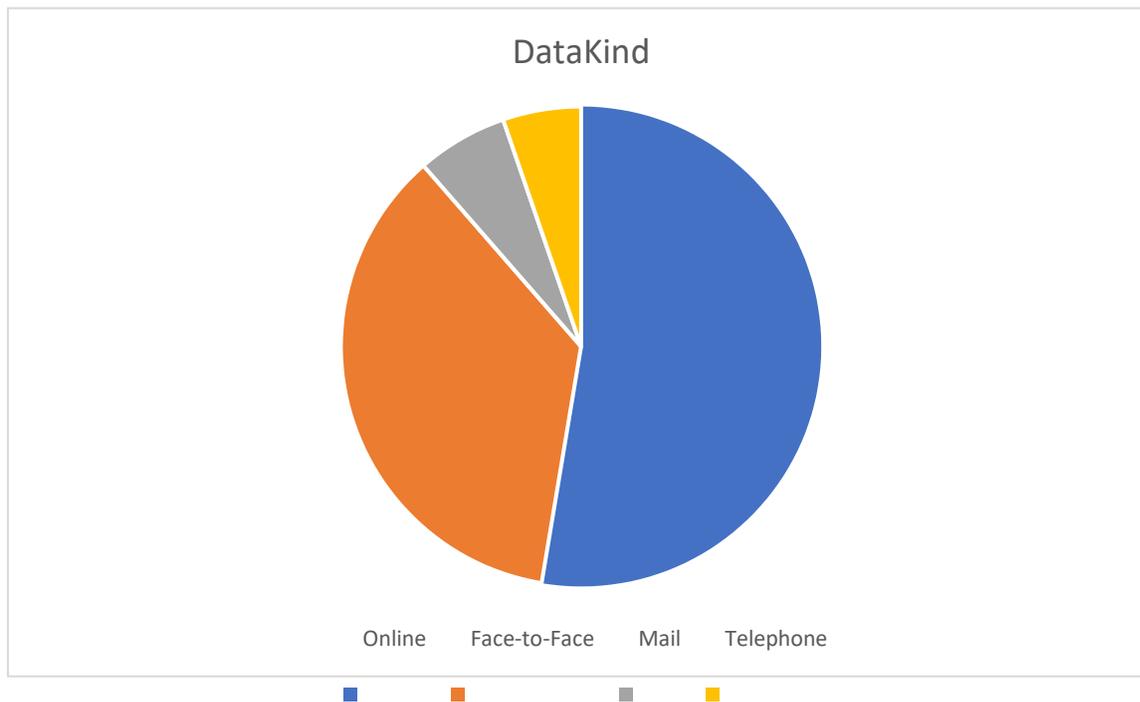
Astrong,healthyrelationshipbetweencustomersandserviceprovidersbringsabout thetrust that is necessary for customers to commit to the service.Newsletters, direct mail pieces,and trade advertisements can express the company's willingness to respond to customers'questions, encourage customers to fill out reply to cards to receive additional information orsurveys to help the company assess customer needs, invite customers to call or visit the store,logonto the company's website, andso on (Claycomb& Martin,2001).

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Appendix B

Quantitative Survey

Michelle OsborneQuantitativeDataAnalysis 4/7/20

Executive Summary

<u>Introduction</u>

Vita Eye Clinic has a significant challenge of marketing its awareness, building

astrongcustomerbase,andmeetingtheneedsofthecustomers.Ireviewedarticlesthatreviewed

the significance ofusingsurveysto assessthe needsofthe customers.

Survey questions should be categorized into three types: 1) Overall satisfaction

question"How satisfied are you overall with XYZ Company? 2) Key attributes-

satisfaction with keyareas of business such as sales, marketing, operation, etc. 3)

Pull down-satisfaction with

issuesthatareuniquetoeachattribute,anduponwhichactionmaybetakentodirectlyre

medythatkeyattributes issues (Coldwell, 2001,p.193).

The satisfaction survey is intentionally placed at the document so that participants will

be able to absorb the responses to questions before completing the survey. Internet-

based surveys have become the norm because of the availability of web-based

surveys.Online access has evolved into popularity among the public;therefore, Internet

surveys are a growing trend among researchers (DeVaus,2013).There is no change in

administering surveys, just the format.

Organized and open-minded examination of the information is key to good

surveys and amixture of ideas on various research is important to drawing quick

conclusions from the information that is gathered(DeVaus, 2013).

The way we gather information from different surveys may differ.Thetechniquebywhichwedistribute datacanvarybetweensurveys.We may gather information by distributing questionnaires one per person and transfer the answer into an information grid. Since questionnaires are easy to administer, they give a reliable way to transmit information.

Reliability means that there would not be any change in the results if the test was performed more than once.Forexample,if someone is asked a question in more than one way, the answer would vary each time.Validity deals with whether the information that is generated answers the research question (Somekh, 2005).

There are many questions to answer before conducting a survey.First, the goals of the study should be identified.Next, these goals should be organized into a format that is answerable (Pearlman, 2001).There should be a literature review performed to analyze these questions.There should be a determination of whether the goals of the study are still valid.If not, the research questions should be changed (Pearlman,2001). The strategy for sampling needs to be taken into consideration.With exploratoryinvestigations,itisusuallyacceptabletoobtain"convenience"samples.Forexample,samplingpatients who attend a morning clinic in which there is an available room for interviewing allpatients in a clinic or sampling one's professional colleagues are all examples of conveniencesampling.The most rigorous sampling technique that allows generalization to a largerpopulation,sinceitislikelytobebiased,israndomsampling.Randomsampling meansthateachoftherespondentschosenforthestudyhasthesamechanceofbeingincludedand thatnosinglerespondenthasanyinfluenceontheselectionofanotherrespondent(Pearlman,20

01).

Outcomesshouldbemeasuredeloquentlyoftheinvestigatorand,ifpossible,blindtothe groupto minimize outcomeassessment bias(Saks, 2012).

Surveys are an appropriate way to present quantitative data for my Consultancy Project.Using a 4-point Likert scale and anonymous responses is the best way to obtain true responses.Both quantitative and qualitative data are needed to get a clear picture of what is happening intheorganization(Boyer,2002).

Conventional survey administration modes commonly used by recreation researchersinclude mail, in-person interviewing, telephone, and Internet-based surveys. The choice ofsurvey mode requires consideration of the strengths and weaknesses of each considering the datacollectionrequirements,asnosinglemode isconsistentlysuperior toanotherinallcases.

However, preferences have shifted over the years, reflecting both technology changes and theadvancement of data collection theory (Tourangeau, 2004). Mail surveys have been commonlyused in recreation research as an effective method for collecting data from large samples andhave been shown to produce good response rates at a moderate cost (Babbie, 2010).Face-to-faceinterviewshavelongbeenapopular technique in social science and anthropology, for collecting in-depth respondentinformation, though interviewing on a large scale requires considerable time and resources(Babbie, 2010). In an age of limited budgets and human resources, recreation managers areseekingareliableandvalidalternativetothemoretraditionalmodesofsurveydatacollectio n.

OnesuchalternativeistheonlineInternetsurvey(Babbie,2010).The main choice of type of survey to administer depends on several conditions such as population, time,and rate of response.Researchers have defaulted to Internet surveys over conventional surveys because of the cost and quicker results as well as user-friendliness of Internet surveys.

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However, preferences have shifted over the years, reflecting both technology changes and theadvancement of data collection theory (Tourangeau, 2004). Mail surveys have been commonlyused in recreationresearch as an effectivemethod forcollectingdata fromlarge samples andhave been shown to produce good response rates at a moderate cost (Babbie, 2010). Onesuch alternative istheonline Internet survey(Loomis, 2018).

Strategy

My goal is to help Vita Eye Clinic in Shelby, North Carolina develop strategies to marketits awareness and increase new patients.The benefit of accomplishing this project is toestablish a guideline for future projects that might have a similar need.I plan to communicatewithDr. Vollmer either onlineor in person monthly.I will measure my goals by conducting surveys, reviewing statistics, and gatheringfeedback from the Vita staff and customers. My goal is achievable and attainable in the currentsocio-economic environment. I will know when my goal is accomplished when statistics for VitaEye Clinic have improved.I feel that my goal and timeframe are realistic for the goal I

haveestablished.Thisprojecthasatimeframe of3years.

Collection/Analysis

The data to be collected is in the form of a survey.Patient satisfaction is an ever-increasing tool used to evaluate in consultations and conversations.Feedbackfrom patients canbeusedto decide whethertochoosebetweenothermethodsofevaluation orproviding healthcare.Health care providers should take patient satisfaction seriously because the results may be a decider to whether the patient returns for further service or change providers.

Evidence shows that patient satisfaction improves the health of the patient.Patients that are satisfied with their care seem to trust their healthcare provider.Patient feedback can be helpful to choose methods of consultation and after-hours care (Fitzgerald,1991).

Findings

Studies show that satisfaction is imperative to measuring outcomes.Patient satisfaction is associated with improving the health status of patients.This is becoming more of a useful tool to measure during consultations and discussions of timely information. Surveys are anappropriatewaytopresentquantitativedataona4-pointLikertscaleaswellasusinganonymitytoobtaintrue responses.

Findings suggest that electronic surveys are equal to conventional surveys, but electronic surveys are user-friendly and are more accurate.These results offer more opportunities for researchers to initiate various types of questions to the respondent(Boyer, 2002).As far as customer relations, if your business does not gather feedback about products or services, it is hard to provide the necessary care to solve the

issue.Investigating how your patients are regarding your products and services can be an important tool to make the relationship with your patients last.

Thequestionsaskedinthissurveyarelistedusinga4-pointLikert scale:

1. Howwould youdescribeyoursatisfactionwiththeproductsandservices?

1-NotSatisfied   2-SomewhatSatisfied   3-Satisfied   4-VerySatisfied

2. Howlikelyare youtorecommendafriendorcolleaguetoVitaEyeClinic?

1-NotLikely   2-SomewhatLikely   3-Likely   4-VeryLikely

3. Howwould yourateourcustomerservice?

1-Poor   2-Bad   3-Good   4-Excellent

4. Howwould yourate yourlast experiencewithus?

1-NotSatisfied   2-SomewhatSatisfied   3-Satisfied   4-VerySatisfied

5. Howdo yourate yourrelationshipwithDr. Vollmer?

1-Poor   2-Bad   3-Good   4-Excellent

6. HowpersonablewasDr.Vollmer?

1-Notpersonable   2.Slightlypersonable   3-Personable   4-VeryPersonable

7. Howwould youratetheoverallservicesatVitaEyeCare?

1-NotSatisfied   2-SomewhatSatisfied   3- Satisfied   4-VerySatisfied

This study will help to know which direction Vita Eye Clinic needs to take to meet theneedsofthe customers.

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Appendix C

Needs Assessment

Michelle Osborne
Comprehensive Technology Needs Assessment
6/22/20

Introduction

Conducting a technology needs assessment is useful to enrich the staff's perspective.Resources will be used to explain the possibilities and limitations of technology as it becomes relevant to discussions.

Organization Overview

Vita Eye Clinic values their patients and are family-oriented. Vita Eye Clinic has a strong belief that the overall health of the eyes is important to the health of the patient.Vita Eye Clinic has the latest technology to monitor all types of eye diseases. (P. Vollmer, personal communication, June 22, 2020)

In some of these diseases, patients will receive a personalized treatment form after their exam. Systemic diseases are co-managed with their primary care doctor or specialist, with same-day reports sent out to their provider to ensure that they are receiving the best and most appropriate care.(P.Vollmer, personal communication, June 22,2020)

Vita Eye Clinic has a wonderful staff who care about their patients and look for ways to get the best result for all their patients. The staff works with the patients to be accommodating and finding ways to meet the needs of the customer (P.Vollmer,personal communication, June 22, 2020).

According to Dr. Vollmer, Vita Eye Clinic used technology to look for ocular pathology in its patients.Its comprehensive equipment looks at all the segments of the eye to identify any irregularities a patient may or may not realize they have.When asked about the future of technology in the industry, Dr. Vollmer stated he thinks the future is going to be more online refractions.This will vary from state to state, but this technology already exists today.A patient without a known disease can have an eye exam online.Of course, there are major ethical issues with this including the heightened risk to miss diseases in the eye (P.Vollmer, personal communication,June 22, 2020).

Below is a chart that measures the effectiveness of Vita Eye Clinic to its clients.There are strengths and weaknesses listed of the organization.

PRIMO-F Strengths/Weaknesses

People- **Strength:** The staff -Greatest asset, excited, personal care **Weakness:** Challenge of retaining new customers
Resources- **Strength:** Comprehensive eye exams, contact lenses **Weakness:**Due to Covid-19 the business had to close for 3 months, therefore, reduced access to resources.
Innovation- **Strength:** Comprehensive technology, Online eye exams **Weakness:** Major ethical issues with using comprehensive technology, including the heightened risk to miss diseases.
Marketing- **Strength:** Use Facebook to advertise **Weakness:** Market awareness
Operations- **Strength:**Busy office, up-to-date equipment **Weakness:**Needs more partnership involvement
Finances- **Strength:** Continue to operate the business **Weakness:** Due to Covid-19, the business lost revenues

People

The staff is Vita Eye Clinic's greatest asset.They are excited about their job and are willing to provide personal care.There is a challenge of retaining new customers at Vita Eye Clinic.

Resources

There is a comprehensive eye exam and contact lenses are available for purchase.Due to the pandemic, the doctor's office had to close for 3 months, therefore, there was reduced access to resources.

Innovation

Vita offers comprehensive equipment and online eye exams.There are major ethical issues with using comprehensive technology including the heightened risk to miss diseases (P. Vollmer, personal communication, June 22, 2020).

Marketing

Vita Eye Clinic uses Facebook to advertise.Social media is used to give testimonials to other clients and give an overview of services.There is an issue of marketing its awareness.

Operations

Vita Eye Clinic is a busy office with up-to-date equipment. There is a need for partnership involvement to help with the socialization of the organization.

Finance

Vita Eye Clinic continues to operate the business but due to Covid-19, the business lost revenues.

The search for cognitive solutions in healthcare is underway.Will optometry choose to make use of innovative technologies such as artificial intelligence to advance patients' results, or will it stay fearful and reactive when it comes to meaningful change? (Wong, 2018a).

Iris recognition systems are among the most detailed of all biometric technologies with enormouspossibilities for achievement for use in worldwide security applications.A typical iris recognition system involves from main modules; image acquisition, preprocessing template generation, and pattern recognition (Aslam et al.,2009).

The potential for improving medical services using machine learning has been well documented.While the eye care world has been focused on telemedicine and online eye exams, robots are set to impact our 21st century world (Wong, 2018a).

Telemedicine is a mixture of live conversations with health care specialists.It is also referred to as telehealth.Diagnosis can be performed remotely and in real-time with health care professionals (Long&Mandel, 2018).

The demand for telemedicine has quickly increased and offers more access to healthcare, particularly among rural and underserved populations.Telemedicine can be performed from the comfort of one's own home without having to acquire travel expenses or take time off work.Telemedicine enables both initial screenings and specialist consultations to be done much more cheaply, while potentially using fewer workers (Long&Mandel, 2018).

Vita Eye Clinic offers online exams to its patients as an alternative to face-to-face eye exams.This is a benefit to those that may encounter reasons that may prohibit them from coming into the office.

An online vision test is an example of telemedicine use.An online test uses a computer and a smartphone to measure a user's near vision, distance vision, color vision, and astigmatism (Long&Mandel, 2018).

As technology steadily makes a difference to optometry, artificial intelligence will not cease to make a difference in the field of optometry. The real test for optometry is welcoming innovative thinking such as artificial intelligence.Next, we must be open-minded in accepting artificial intelligence for optometry to grown as a profession (Wong, 2018a).

Healthcare in the United States suffers because equitable distribution is not present in rural areas and poor urban neighborhoods.Next,the income of patientsisless than the rising prices of healthcare.Lastly, there has been a negative productivity growth in the health care field, or the demand has slowed, according to how it is examined (Long&Mandel, 2018).

Telemedicine is a huge step towards closing the gap of patients that does not have access to a health care facility.Telemedicine helps individuals have live chats with health care providers sometimes referred to as "telehealth, to "store-and-forward" diagnostic procedures, to interacting remotely, to real-time support for emergency medical technicians (Long&Mandel, 2018).

Technology has changed the lives of persons of all backgrounds regardless of economic background.Times have changed and having the choice of seeing your physician without coming to the office is innovative and convenient.Having an open mind can save time and money.

Most organizations use a SWOT analysis to analyze an organization's strengths, weaknesses, opportunities, and threats. It helps an organization build on what is done well, to address what is lacking, to minimize risks, and allows an organization to take the

greatest possible advantage of chances for success.Listed below are the strengths and

weaknesses of the use of telemedicine.

SWOT Analysis

Strengths:

• Managing anterior and posterior segment eye disease, glaucoma, and other ocular diseases (Wong, 2018b).
• Telemedicine can address all three issues of unequal distribution, high prices, and negative productivity growth, at the same time (Long&Mandel, 2018).
• Telemedicine has benefited underserved Americans and the economy by increasing access, providing more care, and opening local economic opportunities (Long&Mandel, 2018).

Strengths include managing anterior and posterior segment eye disease,

glaucoma, and other ocular diseases through telemedicine.Telemedicine can address all

three issues of unequal distribution, high prices, and negative productivity growth, at the

same time.Telemedicine has benefited underserved Americans and the economy by

increasing access, providing more care, and opening local economic opportunities

(Long&Mandel, 2018).

Weaknesses:

• Considering the extremely large potential and growing market for iris recognition, the potential for problems caused by patients developing ocular pathology is substantial (Aslam et al., 2009).
• Hybrid cloud services have been driven by organizations not wanting to place the storage of medical images in the hands of vendors. The creation of hybrid cloud storage has resulted in a combination of on-site private and public cloud services (Long&Mandel, 2018).
• One major barrier for patients, as for clinicians, is the lack of a perceived benefit

> of health IT. If patients do not perceive a benefit to be gained from using a given system, they are unlikely to use it, especially when there is a significant degree of inconvenience in data entry, if the patient is already doing well, or when there are only a small number of other users.

There are weaknesses such as there is a huge demand for iris recognition.This causes issues to arise in patients that develop ocular pathology.

Hybrid cloud services have been heavily supported by groups that do not want vendors to have the responsibility of housing driven by organizations not wanting to place the storage of medical images in the hands of vendors. This advancement has caused a combination of private and public cloud services.One main roadblock for patients, same as physicians, is not acknowledging the importance of health IT.If patients do not see the importance of using such technology, they will most likely not use it.

Opportunities:

> - Conducting a new research study to evaluate how effective an investigational eyedrop is at relieving dry eye symptoms (P. Vollmer, personal communication, June 22, 2020).

Opportunities involve Dr. Vollmer conducting a new research study to evaluate how effective an investigational eyedrop is at relieving dry eye symptoms (P. Vollmer, personal communication, June 22, 2020).

Threats:

> Healthcare in the United States suffers from three problems: 1) access is unequally distributed, especially in the rural areas and poor urban communities.2) prices are too high, and they are rising faster than incomes.3) health care sector has slowed or negative productivity growth, depending on how it is measured.

Threats for healthcare include the United States suffer from several issues.First, access is not the same for all regions, second, prices are rising higher than the incomes of the patient, lastly, the health care system has slowed, or the growth of productivity has slowed (Long&Mandel, 2018).

Listed below is a PESTLE tool that will be used to analyze and monitor the macro-environmental factors that may have a profound effect on Vita Eye Clinic's performance.

PESTLE

Political   **Strength:**   Due to the pandemic, there were grants offered to small businesses such as the CARES ACT   **Weakness:**   A common criticism of universal health care is that the overall quality and variety of care declines. In some countries with universal health care, patients see long wait times or even must wait months to be seen at all.
Economic   **Strength:**   When the economy is doing well, clients can keep appointments and purchase eyewear. Ability to purchase the technology needed to perform the duties needed.   **Weakness:**   Due to the pandemic, only essential businesses were kept open.
Social   **Strength:** Use of social media to advertise/provide to an underserved population   **Weakness:** Trust with the community/Creating a relationship
Technology   **Strength:** Use of comprehensive equipment   **Weakness:** Major ethical and medical issues; heightened risk to miss diseases in the eye.
Legal   **Strength:** HIPPA   **Weakness:** Medical negligence
Environment   **Strength:** Well-designed and supportive office environment   **Weakness:** Provide private patient areas

Political

Due to the pandemic, there were grants offered to small businesses such as the CARES ACT.A common criticism of universal health care is that the overall quality and variety of care declines. In some countries with universal health care, patients see long wait times or even must wait months to be seen at all.

Economic

When the economy is doing well, clients can keep appointments and purchase eyewear.Vita Eye Clinic can purchase the technology needed to perform the duties needed.Due to the pandemic, only essential businesses were kept open.

Social

Vita Eye Clinic uses social media to advertise.They provide services to an underserved population. Vita has an issue of creating trust with the community.Creating a relationship with the customers is vital to the success of the operation.

Technology

The use of comprehensive equipmentlooks at all segments of the eye to identify any irregularities a patient may or may not realize they have.Major ethical and medical issues; heightened risk to miss diseases in the eye (P. Vollmer, personal communication, June 22, 2020).

Legal

State law requires a patient to seek a civil complaint against physicians or health care providers.This is a medical liability or medical malpractice if the health care provider is the cause of an injury or death to the patient that was the result of a negligent act or omission. A compensable injury (Erofeev&Vinitskaya, 2004).

Environment

A well-designed and supportive office environment will help the workflow more efficiently.Providing private patient areas will help build the relationship between patient and doctor.

Recommendations

Many patients in the United States lack access to eye care, resulting in an unnecessary societal burden of preventable and treatable visual impairment.In fact, the 6.1 million Americans estimated to be at high risk of vision loss are severely underrepresented among patients who receive regular eye exams (Williams et al., 2019).

Study shows that programs led by medical students and supervised by an attending ophthalmologist can deliver regular, comprehensive eye care to underserved communities.University clinics are available for patients whenever more in-depth research is needed. Collaborating with participating primary care clinics and finding organizations are necessary to continue participation and to get the most of community impact.More research will be necessary to review patient and medical student reviews on certain programs. Actions such as these will help to take on national demands to make vision health important (Williams et al., 2019).

Recommendations for Vita Eye Clinic include bringing awareness to the community regarding eyecare through community involvement such as hosting a health fair, investing in a marquee with information promoting the importance of eye care, distributing information to the community using pamphlets and flyers, and partnering with participating primary care physicians.Vita Eye Clinic would benefit to update the office equipment to keep up with the demands of telemedicine.This will take place over a period of 6 months.Steps can be repeated if necessary.

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Appendix D

Customer Satisfaction Survey

Interview Questions
- What do you think about the selection of eyewear at Vita Eye Clinic?
- How can we improve this product?
- Describe what you dislike about your current visual solution.
- What should we stop doing?

- How can we improve our services?

Survey questions
- How would you describe your satisfaction with the products and services?
- 1-Not Satisfied 2- Somewhat Satisfied3- Satisfied4-Very Satisfied
- How likely are you to recommend a friend or colleague to Vita Eye Clinic?
- 1-Not Likely 2- Somewhat Likely 3- Likely   4-Very Likely
- How would you rate our customer service?
- 1-Poor2-Bad3-Good4-Excellent
- How would you rate your last experience with us?
- 1-Not Satisfied 2-Somewhat Satisfied3-Satisfied4-Very Satisfied
- How would you rate the overall services at Vita Eye Care?
- 1-Not Satisfied 2- Somewhat Satisfied3- Satisfied4-Very Satisfied

Appendix E

Strategic Plan

Michelle Osborne
Milestone 9
Strategic Plan
10/30/20

Mission-Provide great service and deliver the highest quality eye care to the community.
Vision-Working together to achieve the best results for all our patients.

Strategic Plan:
Goal: Observe Vita Eye Clinic
Objective: See how customers are served
Strategies: Take notes
Activities: Make appointment for observation

Goal: Create a Survey
Objective: Consumer experience, consumer satisfaction
Strategies: Format, ask specific questions
Activities: Conduct survey

Goal: Administer interview
Objective: Offer valuable insight
Strategies: Prep questions, listen
Activities: Set up interview, review questions and answers

Appendix F

Professional Literature Review

The significant challenge to Vita Eye Clinic is meeting the needs of the customer, building a strong customer base, and marketing its awareness to increase new patients. I reviewed 16 articles for this research. Some questions include knowing how organizations convert knowledge of customer needs into powerful organizational methods (Ross, 2015). Another question is, "How does awareness evolve when advertising stops" (Aravindakshan& Naik, 2010, p. 316).

My goal for this project was to assist the partnering organization with finding best practices that will help meet the needs of the customer by building a strong customer base and increasing its presence in the community through social media.

Customer Needs

Knowing the needs of the customer is important to making decisions for the business, such as data collection and using policies that generate results that are satisfying to the customer. Understanding the needs of the customer is essential to operating a successful practice. Seldom are there practices that acquire the awareness or information regarding knowledge of customer needs (Ross, 2015).

Not many practices are knowledgeable of the necessity of meeting the needs of the customer. Securing a meaningful understanding of how businesses operate depends on different means to record the outcomes of organizations by measuring the status of customers who frequent the practice and increasing revenue. Keeping track of only the quarterly sales of the practice is not enough (Ross, 2015). The business should reflect its care for its customers by being organized.

Communicating effectively is one way to express to a patient that you are concerned about their well-being. Other ways include "being empathetic, being direct and straightforward without being short with the patient"(Quirk et al., 2008, p. 363). Clients feel appreciated when the physician takes time to educate the patient regarding their condition and provides time to answer questions (Quirketal., 2008). By the business being personable to its customers, the customers feel welcomed.

Delivering excellent customer service to the patient is essential. Quirk et al. (2008) and Prakash (2010) agreed that providing great service has a positive effect on all parties involved: the doctor, the patient, and the practice. Certain steps are suggested best practices a doctor should follow:

Begin by holding a brief conversation with the patient, show generosity by being attentive to the needs of the customer, notify and make clear the results of findings, explore further research and provide different solutions to the problem, abide by the confidentiality and privacy laws, maintain dignity of the patient by giving honor and respect to the patient, be personable by inquiring about the patient's family and reply to the patient of any concerns in a timely manner. (Quirk et al., 2008, p.362; Prakash, 2010).

Businesses need to administer customer confidentiality and maintain standard protocols for customer satisfaction.

Research shows that reputation is an essential way to build a service, which, among other factors, is the gateway to maintaining the satisfaction of the customer. Mazzeiet al. (2009) and Prakash (2010) agreed that reputation influences the service that is expected by the customer, but the satisfaction of the customer is possibly the most

important aspect that makes a difference in the opinion of a practice because it is based on customer experience. For this reason, reputation and customer satisfaction are commonly related (Mazzeiet al., 2009; Prakash,2010).

Research has provided evidence that higher patient satisfaction leads to benefits for the health industry in many ways. Studies show that if a patient is satisfied, loyalty will follow. Patients will come back to the practice, and price wars will not be an issue. "Profit will be steady and staff morale will increase and there will be less staff turnover. Profits will gain momentum and there will be increased personal and professional satisfaction" (Prakash, 2010, p.151).

Studies show that customer satisfaction depends on the morale of the workforce. Hiring workers who are highly skilled and retaining staff whoare highly qualified in every area of the job make a difference in keeping customers happy (Lejeune, 2012). For this reason, it is important to build a strong customer base.

Building a Strong Customer Base

Building a strong customer relationship is essential to the success of a business (Randhawa, 2014). There are many areas to consider when focusing on building a strong customer relationship. Customers who return to the practice and loyalty can result in building a bond between the customer and the organization. Also, having a good rapport with the patient and establishing close communications are important to the customer-building process. Spreading the word to others of these gestures makes a difference in the reputation of a business (Claycomb& Martin, 2001).

Maintaining a strong, healthy relationship between the patient and the practice providing the service is essential to building the bond.

There are ways to assess customer needs such as newsletters, direct mail, and

trade advertisements. It shows an eagerness to respond to customers' queries.

Customers should be encouraged to complete surveys, fill out reply to cards, use

the website, and visit their practice on a frequent basis. (Claycomb& Martin,2001,

p.388)

Randhawa (2014) stated that being intentional about learning what the client can use,

such as the advancement of new products and services, will help better serve the patrons

and build trust between the client and the physician.

Studies show that providing resources that are available to the public is a good

practice. "Some areas to focus on are removing barriers to contacting personnel, access to

user-friendly websites, and no wait times for routine service (Van Fleet& Peterson,

2016). Van Fleet and Peterson (2016) and Claycomband Martin (2001) agreed that

establishing a connection with the patient can suffer when there is system failure such as

no one to answer the phone lines. This can leave customers feeling disappointed and as

though there must be a better solution to accessing the service.

Communication systems should give customers a sense of ease when using these

interfaces and leave the customer relieved when completing a transaction. System

friendly practices involves access to a customer service representative with 24-

hour a day service and 7 days a week availability. (Claycomb& Martin, 2001,

p.392)

These are a few examples of best practices to build a relationship with the customer.

Portraying interpersonal skills will greatly enhance the reputation of the business.

Social skills are important elements of an organization. "Some examples include learning and using customers' names during conversations to make the client feel engaged, building rapport by encouraging face-to-face contact between employees and customers, being personable and acknowledging accomplishments achieved by the customer" (Claycomb& Martin, 2001, p.390). Van Fleet and Peterson (2016) and Claycomband Martin (2001) agreed that social skills, such as being open and honest, are good characteristics to build a rapport with the patient. Studies show that performance is strongly related to excellence and respect. Other ways may be to interact in an informal social setting and getting to know the patient on a personal level (Claycomb& Martin 2001). The goal is for the customer to come back to the practice regularly. Incorporating a firm foundation in organizational and communication skills strengthens the business's success and the customer visitation rates.

Marketing Awareness

We are living in a competitive society, and branding is an important feature that divides goods and services that are made by different organizations in the minds of the patron. Brands that become successful are more than just a good or service; they have an identity that is followed by many. The power of communication links the brand and the patron. This relationship is central to the branding power of customer loyalty. Businesses are continually experimenting and looking for innovative ways to attract the attention of customers, display a positive brand image, and expand customer loyalty through the many communication channels of social media (Bilgin, 2018). A business's identity and reputation are vital aspects to apply within a business.

"Social media is a widely used tool that can be explained as an online application program, platform, or mass media device that promotes cooperation, teamwork, or content sharing between customers in general"(Bilgin, 2018, p.129). Social media has the authority to persuade consumer ways of thinking and sharing of ideas. This assists businesses in being more cooperative in marketing communications and looking for innovative ways to make products and services more cost-effective for the consumer (Bilgin, 2018). By advertising through social media, businesses can spread their names.

Studies show awareness goes down when there is a lack of advertising (Bilgin, 2018). "Evidence shows that sales did not decrease before one year of no advertising but declined tremendously after one year of no advertising" (Aravindakshan& Naik, 2010, p.316). This study proves that advertising is a necessity that all businesses should adopt.

MomanyandAlshboul (2016) and Bilgin (2018) agreed that social media can make a difference in brand awareness and engagement with customers. Some practices choose not to engage on social media or communicate with customers through social media, yet their customers choose to use many platforms to advertise their experiences with a business. Organizations have no control over the content consumers add to social media, whether the experience is a positive or negative one. Negative feedback on social media towards a business can in turn cause a reduction in sales or patronage. Therefore, all businesses need to have an active presence in the communities of social media (Momany&Alshboul, 2016).

Technology today offers many opportunities for organizations to be present in communities through social media. Studies prove that patrons felt more connected to an establishment if there was a presence on a certain platform rather than no presence at all.

There is more trust between the patron and the practice. Results show that social media opens opportunities for companies to make a valuable connection with the client. Using online advertising, mobile apps, and the Internet are all positive ways to increase awareness among patrons (Momany&Alshboul, 2016). MomamyandAlshboul (2016) and Almutawa (2019) agreed that based on findings, the use of Internet marketing to reach patron awareness is remarkably effective (Almutawa, 2019). Building a brand will keep the customer coming back. Studies show that for a customer to have an attachment to a brand, they need to feel a connection to the brand.

Summary

The significant challenge to Vita Eye Clinic is meeting the needs of the customer, building a strong customer base, and marketing its awareness. Meeting the needs of the customer aids in helping the business grow and there will be an increase in customer satisfaction.

Reputation is an important aspect of building a strong customer base, and the patient will have a positive outlook of the practice; in return, the customer will continue to visit the establishment. Another great resource to connect patrons with the practice is through social media.

Social media is an excellent way for a business to connect with the customer and showcase its brand. Having that interaction between a patron and an organization assists in building brand awareness. In conclusion, meeting the needs of the customer helps to build a strong customer base, and continuing to market its awareness through social media increases new patients for any organization.

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