



8TH INTERNATIONAL CONGRESS OF BEHAVIOURAL OPTOMETRY

Speaker: Mark Overton
Credentials: Director of Ideology Consulting Pty Ltd
Time/Date Scheduled: 0930 – 1030 on Thursday 26 April
Location: Room C2.4

Presentation Title: **Bridging the Gap Between Patient & Practice**

Abstract

Understanding the mind of your patients is essential for your practice from not only a clinical perspective, but also from a management perspective.

You need to make the time to really understand what makes your patients tick and why they do what they do when they buy your services and products. Your practice could be seriously missing the mark and misinterpreting the factors that drive patient behaviour.

The presentation will explore the relationship between the practice and the patient, with particular reference to the nuances of behavioural optometry. Communication and key influencers of patient interactions will be explained with practical ways to more actively engage patients in the vision care event.