Building Your Dream Team

Building and maintaining an effective staff can have a positive impact on your profits. If your patients are happy and satisfied with the care and service they receive, they’ll keep coming back for many years to come. Your staff holds the key to ensure your repeat business. Implement these winning strategies and you too can build your dream team.

Hire for the right reasons.
Don’t hire to simply help staff reduce their workloads. Determine exactly how the new hire will help. Sit down with staff members to find out who needs help—with what and why. Then draft a detailed job description, including required skill sets and knowledge areas before posting any openings.

Provide a good training program.
Before a new hire joins the team roster, put a training program into play. Bring the new recruit up to speed on the position, job responsibilities, code of conduct, etc.

Establish clear expectations.
Whether a team is comprised of rookies or veteran players, a comprehensive office manual that sets clear service expectations can mean the difference between a one-time patient visit and a loyal patient that returns year after year.

Implement a cross-training program.
If each team member can perform other office roles, not only can staff easily cover for each other, they’ll also better empathize with each other during times of increased stress.

CHECK IT OUT!
For additional help, check out the Making Great Hires in Eyecare resource guide on eyefinity.com. The guide includes sample job descriptions and templates. Click on the eLearn tab, then Resource Guides from the left navigation, and then scroll down to the Making Great Hires section.
Communication is key.
A clear focus on good communication is something all office managers should add to their daily dockets; it’s also something doctors can do to maintain morale.

Throughout any given day, make the rounds and ask staff members how they’re doing. Often the simple act of checking in makes the difference between a good day and a bad one.

Also, it’s never a good idea to assume staff members can read your mind. Share your expectations around inter-team support, praise, and problem resolution. This shows you’re not just the owner or team captain, but a team member too.