



Creating a Premium Experience for Cataract and Presbyopic Patients

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Pleasanton, CA

EyeWorld Symposium
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Defining Quality: Our View



Outcomes

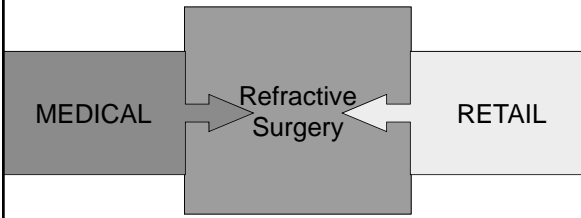



Defining Quality: Customer's View





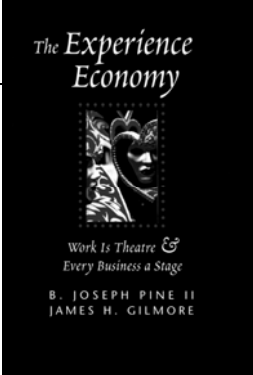
Merging of Two Different Worlds




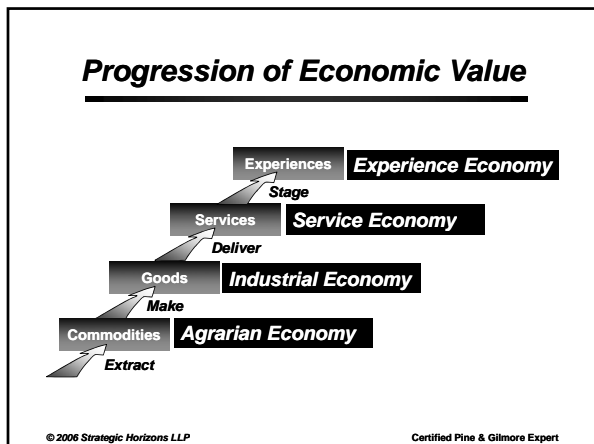


Procedure	Key Benefit	Typical Pricing
LASIK	See better	\$4,000 - \$5,000
Premium IOL	See better	\$4,000 - \$10,000
Breast Aug	Look better	\$5,000 and up
Smile Makeover	Smile better	\$20,000 and up
Laser Hair Removal	Look better	\$2,500 and up
Hair Restoration	Look better	\$12,000 and up
Snoring (Pillar Implants)	Sleep better	\$2,000 - \$3,000







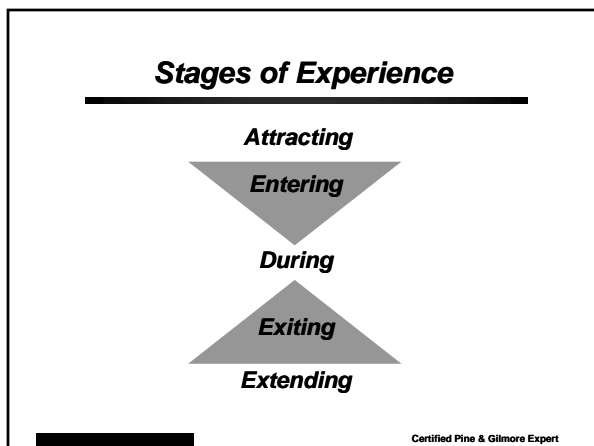


The Rewards
How innovation translates into higher prices by moving up the experience chain.

COMMODITY	GOODS	SERVICE	EXPERIENCE
<p>Prevailing prices for various coffee offerings.</p> <p>1¢-2¢ Per Cup</p>	<p>5¢-25¢ Per Cup</p>	<p>75¢-\$1.50 Per Cup</p>	<p>\$2-\$5 Per Cup</p>



Commodities	Goods	Services	Experiences
<p>Economic Value (price per cup)</p> <p>4¢</p>	<p>10¢</p>	<p>\$1.50</p>	<p>\$4.00</p>

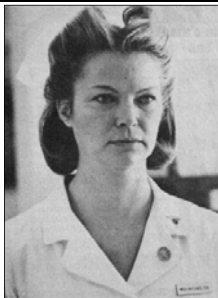


What is the single biggest reason companies lose customers?

A. Dissatisfaction with the product	14%
B. Attitude of indifference by an employee	68%
C. Competitor lured them away	9%
D. Friend convinced them to switch	8%

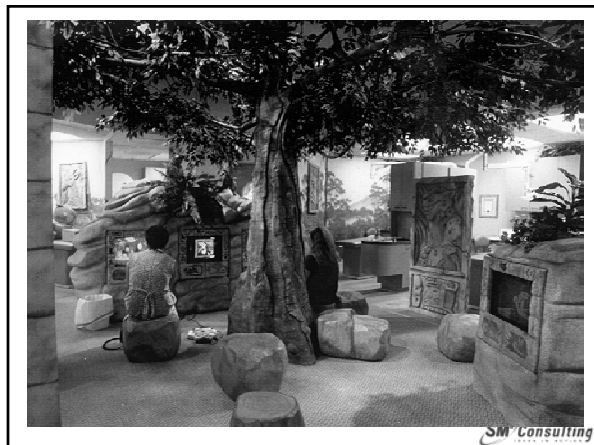
SMP Consulting

Is She Answering Your Telephone?



National survey of medical patients:

"...only 38% of patients agreed their Doctors' front-office team was courteous"
 - USA Today, October 3, 2005



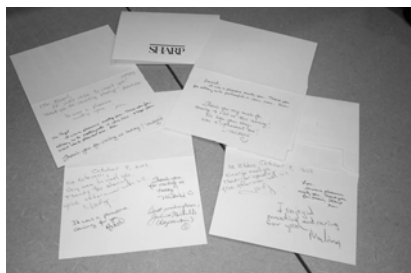


Passionate About Food

My name is Spencer
 I'm the General Manager at this Pret Shop.
 My team and I meet every morning.
 We discuss the comments you've made, the good, the bad and the ugly. If we can deal with it ourselves, we will.
 If we can't, I'll forward this card to Julian Metcalfe back at the office. I know he'll do what he can.
 If you have a minute, please do ask to speak to me or one of my team right now.




Sharp HealthCare's Signature Moment
 Thank You Notes to Patients at Home



San Diego's Health Care Leader





ZAGAT SURVEY

2007 SAN FRANCISCO BAY AREA RESTAURANTS TOP FOOD

THE FARMHOUSE INN & RESTAURANT
 971-697-1000

21 24 29

"Farmhouse is one of the best places to eat in the city. The food is excellent, the service is superb, and the atmosphere is just what you need for a special occasion. The Farmhouse is a true gem in the city. It's a must-visit for anyone who loves good food and great service." - Zagat Survey

PRESENTED BY NINA & TIM ZAGAT
 9/21/2006





Zagat Enters Medicine

WellPoint doctors to get Zagat ratings

Patients to assess four factors — but not cost or medical expertise

By John Appleby
USA TODAY

One of the nation's largest health insurers, WellPoint, has teamed with Zagat to rate doctors in 10 states. The doctors will be rated on four factors: Food, Décor, Service and Cost. The ratings will be published on Zagat's website, which is used by consumers to choose restaurants, hotels and other services. The ratings will be published on Zagat's website, which is used by consumers to choose restaurants, hotels and other services. The ratings will be published on Zagat's website, which is used by consumers to choose restaurants, hotels and other services.

Dining

- Food
- Décor
- Service
- Cost

Doctors

- Trust
- Communication
- Availability
- Office environment

What's rated

Zagat's new doctor ratings will be published on its website, which is used by consumers to choose restaurants, hotels and other services. The ratings will be published on Zagat's website, which is used by consumers to choose restaurants, hotels and other services. The ratings will be published on Zagat's website, which is used by consumers to choose restaurants, hotels and other services.

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How to use

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Why it matters

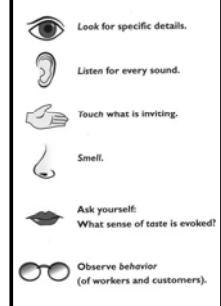
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What's next

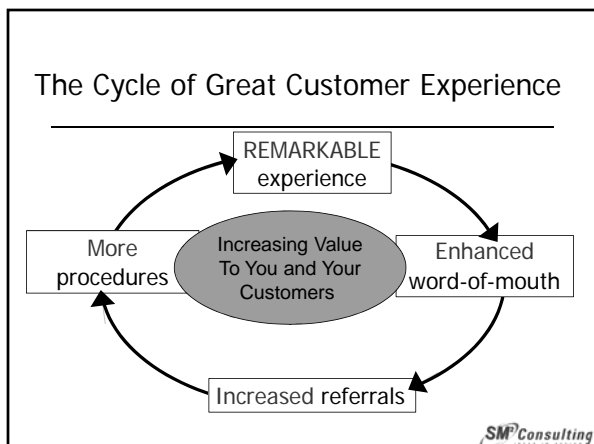
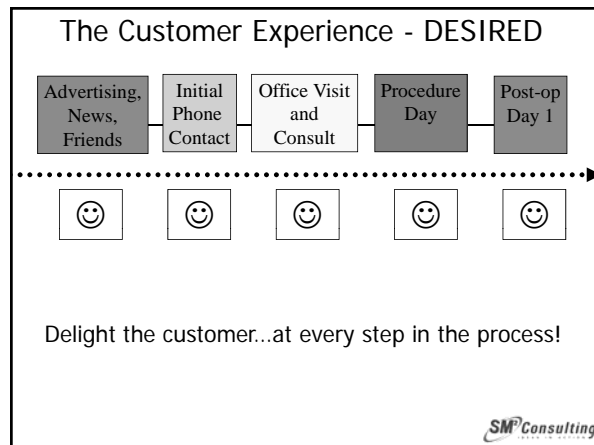
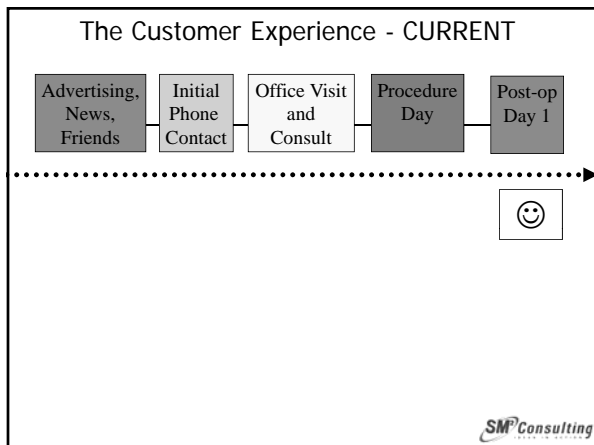
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SM Consulting

Sensory Assessment



- Look for specific details.
- Listen for every sound.
- Touch what is inviting.
- Smell.
- Ask yourself: What sense of taste is evoked?
- Observe behavior (of workers and customers).




CEO REPORT

“With companies increasingly selling similar products, CEOs said the quality of customer service was often the only differentiator.”

- NYSE CEO Survey, August 2007


- 240 CEOs
- 24 Countries
- 20 Industries

THE THIRD ANNUAL NYSE CEO SURVEY REVEALS HOW THE WORLD'S MOST INFLUENTIAL COMPANIES ARE SUCCEEDING BY PLACING CUSTOMERS FIRST.


COLLECTED BY DAVID GIBBERTI

SM Consulting


What business are you in?



"The People Business"




"The Entertainment Business"



"Consumer Electronics and Music Retailing"

15,000 songs. Mac + PC.



What business are you in?



- Image enhancement
- Self esteem
- Performance
- Convenience



"Transformation"

"Restoration"



THANK YOU

More Resources: www.SM2consulting.com

- Over 60 articles on marketing for doctors/staff
- "Ideas in Action" E-mail Newsletter
- Recommended reading list

The site is geared towards helping surgeons deliver a better customer experience.

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