



WAEH
W O R L D
A S S O C I A T I O N
O F E Y E H O S P I T A L S

VICTORIA M SHEFFIELD

Firstname: Victoria M

Surname: Sheffield

Eye Hospital: International Eye Foundation

Country: USA

Function: International eye care development



Your Patient - Your Advocate

1. Patient centered services build loyalty and reputation
2. Focusing on the patient experience creates a calming and trusting environment
3. Patient satisfaction with service strengthens patient advocacy for your services
4. A culture of focusing on the patient experience improves staff engagement with patients
5. Focusing on patients enhances the importance of staff as a team

Summary

A satisfied patient is your advocate. Easier said than done. Treating eye disease and saving sight is the reason we exist. A quality eye hospital counts amongst its strengths qualified professionals, modern technology, and efficient infrastructure. These are critical to offering top quality eye care services. Building your reputation for quality includes collecting data to measure clinical and surgical outcomes, patient safety, and retention of qualified staff.

Focusing on the patient experience, respect for the patient's time, and ensuring that the patient's family is part of the care creates advocates for your service and reputation within your community and beyond. Your staff develop a sense of pride related to the part they play in ensuring that patients leave your hospital satisfied with their care and with your service. Staff include the ophthalmologist providing treatment and surgery, the nurse who cares for the patient, the person registering and welcoming the patient, the counselor who speaks with the family about the treatment process and pricing, and the housekeeping staff who make sure the hospital is clean, tidy, and comfortable. This presentation discusses how IEF introduces patient-centered services as a cornerstone to its sustainability planning for partner eye hospitals.