



## TIPPING POINTS: Episode 2, Block Scheduling

### CHALLENGE

Each day, an audiology practice – no matter its size or location – is faced with two challenges:

- To provide the best possible care with a pleasant manner to patients. This often balances on individual factors such as degree of medical expertise and experience, and even the level of a staff's "people skills".
- To coordinate a daily schedule that is based on a controlled, steady flow of customers and selling opportunities.

Meeting these two challenges consistently and simultaneously – even with a full staff of dedicated people – isn't easy. Any practice that takes the approach of trying to be everything to everyone at anytime results in a stressful environment, and leaves aspirations of growth in the hands of good intentions and blind faith.

### SOLUTION

Block Scheduling, AHAA's solution to ineffective time management, works to create and maximize opportunities to see and help patients. This makes it possible for a practice to do big business while still encouraging a strong degree of customer care.

It organizes a practice's mindset and gets everyone to focus on common goals designated to the "blocks" of time that make up each week. It's a process that leads to significant improvements in revenue, profitability, patient flow and staff efficiencies.

### RESULT

While Block Scheduling keeps the entire practice working in tune, it benefits each staff member differently. Just a few ways include:

- The **audiologist** knows when they'll meet with opportunities to sell, and when to expect more service-oriented appointments such as cleanings, adjustments, and fittings.
- **Owners** gain a complete scope of their practice's business processes and the ability to make any adjustments needed to achieve a desired amount of revenue generating appointments.
- For **Front Office staff**, setting appointments becomes a matter of filling blocks that are designated to each type of customer, such as first-time visitors, follow-ups, or fittings. This also leads to an easily managed waiting room: since each wave of patients are visiting for the same reason, the flow becomes predictable and manageable.
- For the **customer**, Block Scheduling results in sufficient quality time with a focused audiologist. And their wait time becomes shorter and possibly more meaningful since it will be spent among people visiting for similar reasons.

Block Scheduling even takes into account walk-ins – one of the biggest sources of hectic days. Assigning a block of time to these impromptu visits makes any unexpected patient need, expected.

## TIPPING POINT

### Tipping Point

(tip-ping point) noun

1. a time when important things start happening in a situation.
2. when a significant change takes place.

Our Associates often share with us the moments when they became fully committed to AHAA's business model All The Right Things, and began to believe in and realize great success, aka, their tipping points.

We have started to share their stories with you, and through this interactive series will introduce more in the coming weeks. Make sure to explore the entire page for links, interviews, and downloads! And don't forget to re-visit the first episode too.

- Episode 1: All The Right Things
- Episode 2: Block Scheduling
- Episode 3: Professional Development
- Episode 4: 3rd Party Attendance
- Episode 5: Patient Referral
- Episode 6: Out of Warranty
- Episode 7: AHAA Convention

Call your Associate Manager or AHAA at 800-984-3272 for more information. You can also e-mail Shawn McGee, AHAA Inside Sales Manager, at [smcgee@ahaanet.com](mailto:smcgee@ahaanet.com).