

EYECARE TEAM SESSIONS

Paraoptometrics • Optometric Assistants • Clinical & Administrative Teams

Great eyecare is a team sport.

These sessions are designed for the people who help make optometric care happen every day; from front office and pretesting to clinical support, patient education, and optical transitions. The goal is to help paraoptometrics and optometric assistants better understand not only *what* they do, but *why it matters*, while building the confidence, communication skills, and clinical knowledge that strengthen the patient experience from start to finish.

Dr. Rob Kloepper, OD, MBA

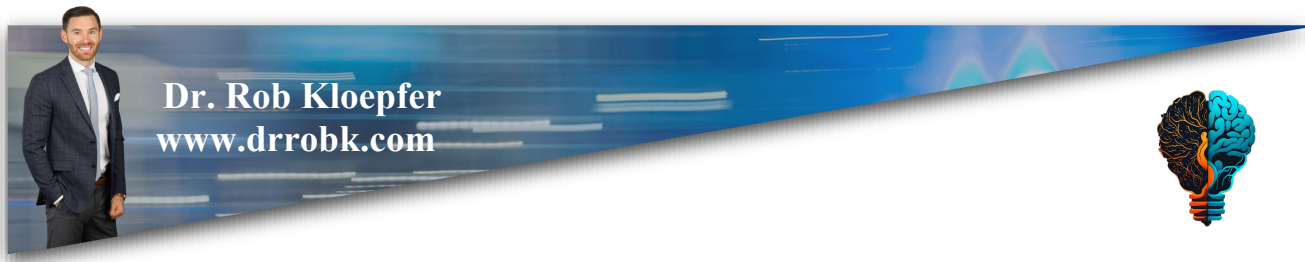
Optometrist | Speaker | Educator

Before becoming an optometrist, Rob worked as an optometric assistant. This experience continues to shape his passion for team education and staff development today. He earned his Doctor of Optometry from the Illinois College of Optometry and his MBA from the Haskayne School of Business, and now brings those perspectives together to create practical, engaging education for eyecare teams.

Rob's sessions are built around real-world practice: understanding the *why* behind everyday responsibilities, communicating more confidently with patients, strengthening teamwork, and connecting clinical knowledge to the moments that happen every day in the clinic.

Patient Experience | Communication & Patient Decisions | Clinical Foundations | Team Development

Sessions are available as **in-person presentations, virtual webinars, interactive sessions, and hands-on workshops**, with content tailored to the audience, event format, and educational goals.



Dr. Rob Kloepfer
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01 | PATIENT EXPERIENCE

Every interaction shapes how patients experience care.

Every Touchpoint Counts: Building a Clinic Flow Patients Remember

Explore the patient journey from first contact through checkout and identify the small moments that create consistency, reduce friction, and shape how patients remember their care.

Working in Eyecare Through the Lens of a Patient

Step into the patient's perspective to better understand what they see, hear, and feel throughout the visit. Identify gaps between the experience the team intends to deliver and the one patients actually receive.

When Service Goes Sideways: Turning Difficult Patient Moments Around

Practical strategies for navigating delays, unmet expectations, complaints, and frustrated patients. Learn how thoughtful communication and service recovery can rebuild trust when the experience does not go as planned.

INTERACTIVE

EyeWitness News: Separating Headlines from Clinical Reality

Using unusual eye stories, viral headlines, and real-world cases, attendees explore how surprising clinical situations can influence patient expectations, questions, and perceptions of eyecare. Each story becomes an opportunity to think about how the team responds, educates, and creates confidence when patients arrive with information from outside the clinic.

02 | COMMUNICATION & PATIENT DECISIONS

Helping patients understand, choose and act with confidence.

One Message. One Experience: Carrying the Doctor's Message Through the Patient Journey

Consistency builds trust. Learn how every member of the eyecare team can reinforce clinical recommendations clearly, so patients hear one confident, coordinated message from check-in to checkout.

INTERACTIVE

Dry Eye Camp: Spot It. Support It. Solve It.

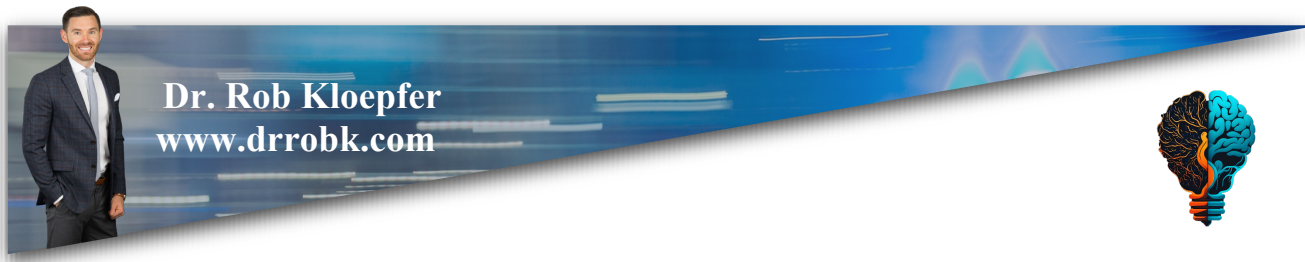
Through the Kahoot platform, participants explore how communication influences dry eye recognition, patient education, treatment understanding, and follow-through. The focus is not just knowing the answer but knowing how to explain it in a way patients can understand and act on.

Beyond the Objection: The Psychology of Patient Decision-Making

Explore why patients hesitate, delay, or decline recommendations and how factors such as uncertainty, perceived risk, decision fatigue, and resistance to change influence choices. Learn communication strategies that guide decisions without pressure.

Communicating Dry Eye Care: A Collaborative Team Approach

Explore how every team member can support successful dry eye care by identifying opportunities, introducing services appropriately, reinforcing recommendations, and helping patients understand the importance of ongoing treatment.



Beyond the Price Tag: Communicating Value Without Pressure

Help patients understand the value behind products, testing, treatments, and recommended care without relying on discounting or high-pressure language. Learn how to connect recommendations to the patient's needs, priorities, and everyday life.

INTERACTIVE

Case Matchmaking: T[Eye]nder Edition

Swipe right on the best communication strategy. Through case-based matching and audience participation, attendees work through patient personalities, concerns, objections, and recommendations to determine which approach is most likely to build trust and move the conversation forward.

03 | CLINICAL FOUNDATIONS

Build the knowledge behind confident patient conversations.

Anatomy in Action: Connecting Eye Structure to Ocular Disease

Move beyond memorizing anatomy and connect key structures of the eye to common conditions encountered in everyday practice. Build the clinical foundation needed to better understand what the doctor is seeing, testing, and discussing with patients.

Every Test Tells a Story: Understanding Eyecare Equipment & Diagnostics

Explore the purpose behind common tests such as autorefractometry, tonometry, OCT, visual fields, fundus imaging, topography, and dry eye diagnostics. Understand what each test contributes to patient care and how to explain the process with confidence.

INTERACTIVE

The 'Pink Eye' Mystery: Case-Based Learning

Not all red eyes are created equal. Through real-world cases and the Kahoot platform, learners work through symptoms, history, and visual clues to distinguish common causes of redness and recognize when a patient may need more urgent assessment.

The Front Line: Recognizing Ocular Urgencies & Emergencies

Learn how to recognize important red flags, ask the right initial questions, and understand the difference between routine concerns, urgent problems, and true ocular emergencies.

It Starts With the Right Questions: The Power of Great Case History

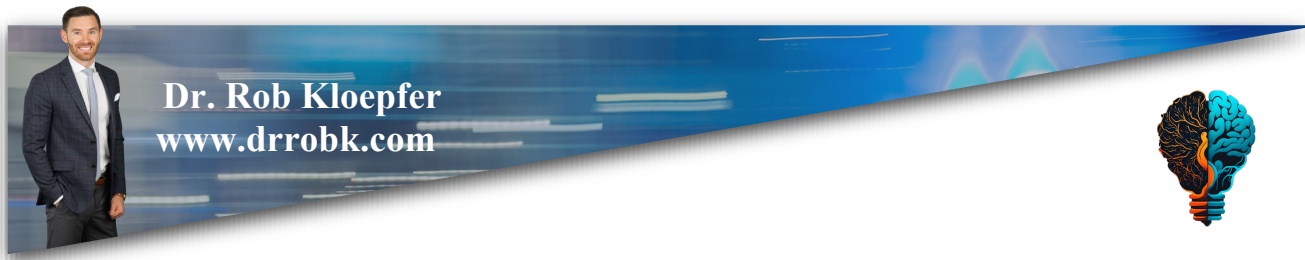
The patient's story often provides the first clues to what is happening. Learn how focused, consistent case history questions support better clinical decisions, more efficient exams, and safer patient care.

The Dry Eye Toolbox: Products, Procedures & Patient Support

Make sense of the expanding world of dry eye care, from artificial tears, gels, ointments, lid hygiene, and heat to diagnostic testing and in-office procedures. Understand where different options fit and how the team can reinforce the treatment plan.

Systemic Medications, Eye Drops & Ocular Side Effects

Explore how common systemic medications and ophthalmic drops can affect vision, comfort, and ocular health. Build confidence recognizing important associations and knowing when information should be brought to the doctor's attention.



From Childhood to Presbyopia: Eyecare Across the Patient Journey

Explore how visual needs change throughout life, from childhood development and school demands to adulthood, presbyopia, and the aging eye. Understand how different life stages influence the questions patients ask and the care they require.

Myopia Management Made Simple: The Team's Role in Long-Term Success

Understand why progressive myopia matters, the major approaches used to manage it, and how the eyecare team supports education, follow-up, treatment expectations, and long-term adherence.

04 | TEAM DEVELOPMENT

Stronger roles. Better communication. More consistent care.

Own the Experience: Defining Team Roles That Drive Results

Breakdowns often happen between roles rather than within them. Learn how clearer responsibilities, stronger handoffs, and shared expectations create smoother workflows and a more consistent patient experience.

Culture by Design: Building the Team Experience

Great culture does not happen by accident. Explore the everyday behaviours, communication habits, expectations, and standards that influence how team members work together and how patients experience the practice.

Happy Feet: The Hidden Driver of Success in Healthcare

Explore how engagement, attitude, and workplace well-being influence teamwork, communication, patient care, and long-term performance. Small changes in how people experience work can have a meaningful impact on the entire clinic.

INTERACTIVE

Eye Jeopardy: The Interactive Eye Game

Bring the team together through a live Jeopardy board covering clinical knowledge, communication, patient scenarios, workflow, and everyday eyecare challenges. Designed to reinforce learning while encouraging collaboration, friendly competition, and shared problem-solving.

Why We Do What We Do: Turning Tasks Into Purpose

Routine tasks become more meaningful when teams understand how they connect to patient care. This session links everyday responsibilities to clinical outcomes, patient trust, workflow, and the overall success of the practice.

Planning education for the full eyecare team? Many sessions can be tailored for blended audiences and submitted for optician accreditation when appropriate.

Thank you for your time!

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