

DISPENSING OPTICIAN - JOB SPECIFICATION

Job Title	Dispensing Optician
Responsible to	Operations: Practice & Business Development Manager Clinical : Nick Croft, Principal Optometrist / Managing Director
Job purpose	To provide a complete professional dispensing service always and be ready to develop the knowledge of other team members in dispensing practice. To help manage and direct dispensing operations in order to maximise sales and minimise costs to achieve/exceed business related targets and ensure optimum stock levels and product choice to clients.
Principal Accountabilities or 'What you have to do'	Measures of Success or 'What it will look like when you are doing the job well'
OUR CLIENTS	
<ul style="list-style-type: none"> • Ensure that the highest levels of patient service are always provided to all clients. Deliver an exceptional eyecare service in your specific area and the wider eyecare services provided by the practice • Treat each patient as an individual and afford them the best eyecare they can expect to receive • Listen, empathise and understand the unique needs and desires of each client and ensure they receive the best eyecare possible, understanding that everyone deserves the best. 	<ul style="list-style-type: none"> • Clients are always delighted with the service provided and actively recommend the Practice to their friends and family. • Patients remain loyal to the Practice. • Patient complaints are at a minimum.
DISPENSING SERVICE	
<ul style="list-style-type: none"> • Be aware of and assist in the achieving of business-related targets using good selling techniques. • Deliver your service in line with the practice client journey, ensuring a smooth handover from the Optometrist and throughout the client journey • Guide the patients through the frame selection process. • Assist the patient in selecting the most suitable lens type for their prescription. • Explain each step in the process so that the client understands what is happening • Recommend preferred choice products • Agree, recommend and set out the next stage in the client's journey and make it happen • Carry out the collection appointment accurately and efficiently, using excellent communication skills. • Agree, recommend and set correct recall timings with each client • Monitor and control remakes and reglazes in the dispensing area. • Follow up promptly on any further action required • Carry out adjustments to spectacles as required by clients • Ensure accurate clinical and dispensing records 	<ul style="list-style-type: none"> • Patients always receive the products which best suit their needs and their budget. • Patients do not feel pressured into purchasing a product, but that they have been helped to make the right choice. • The patient always receives excellent professional care. • Patients' spectacles fit correctly and are suitable for their prescription and lifestyle. • Patients are delighted with their lenses, both cosmetically and practically. • Patients receive excellent value for money. • Patients receive a last impression which is equally as good as their first impression. • Patients receive an excellent after sales service. • Practice profits are kept at a premium and targets are regularly achieved and exceeded. • Remakes are at a minimum. • Paperwork is always completed accurately and on time

DISPENSING SERVICE	
<ul style="list-style-type: none"> Assist in the practice cleanliness and tidiness throughout the day 	<ul style="list-style-type: none"> Frame bars are always adequately stocked Frames are always clean and well presented Mirrors are always clean Dispensing areas and frame display areas are always kept clean and tidy Leaflet holders are always fully stocked
<ul style="list-style-type: none"> Ensure that supplier representatives are seen regularly through an agreed visit cycle and actively manage this Assist the Practice Manager in active stock management, ensuring that practice has the right levels of stock, current stock and stock attrition Assist the Practice Manager in determining /identifying new stock ranges 	<ul style="list-style-type: none"> The practice is always adequately stocked Reading charges, rulers, lens samples and any other dispensing items are always accessible in dispensing areas
YOUR PRACTICE TEAM	
<ul style="list-style-type: none"> Ensure that the highest levels of patient service are achieved, leading by example, and supporting, motivating and coaching front of house team to ensure the delivery of the practice client journey. Adopt a “conscious awareness” of the shop floor, assisting the support team when/where necessary Assist the Optometrist in carrying out clinical diagnostic scans including visual fields and OCTs 	<ul style="list-style-type: none"> Assist and support front of house team when required, with the client journey in mind, ensuring unsurpassed levels of service is experienced by all clients right through from dispensing, clinical diagnostics, and back to the front of house team
<ul style="list-style-type: none"> Actively participate in training sessions either in Practice or externally Actively ensure that non-qualified staff helping in the dispensing role understand as much about dispensing as possible 	<ul style="list-style-type: none"> The team’s performance, knowledge and skills improve through regular training sessions
<ul style="list-style-type: none"> Ensure that the telephone is answered promptly and in the correct manner. 	<ul style="list-style-type: none"> Patient service excellence is maintained via the telephone.
<ul style="list-style-type: none"> Implement the most efficient systems for booking appointments and seating /triaging clients. 	<ul style="list-style-type: none"> Patient traffic flows smoothly through the Practice always
<ul style="list-style-type: none"> Use the Practice computer system/till to assist in patient registration and recording of sales 	<ul style="list-style-type: none"> Patients spend a minimum amount of time at registration. All patient information is recorded accurately and efficiently. Sales are processed accurately and efficiently
<ul style="list-style-type: none"> Maintain standards of performance when the Practice Manager/Managing Director is absent Assist the Practice Manager in developing the practice in a positive way, and to deliver the desired “client delight” Fulfil your role in the efficient administration of practice affairs e.g. admin and record keeping 	<ul style="list-style-type: none"> The Practice operates to the highest standards despite the absence of Practice Manager / Managing Director.
PERSONAL AND PROFESSIONAL DEVELOPMENT	
<ul style="list-style-type: none"> Actively seek to improve your dispensing skill levels and product knowledge Participate fully in appraisals / 1-1s, training, practice meetings and other events designed to enhance the practice and the team Maintain your own personal development plan and continue to learn and develop your professional and people skills and Take responsibility for ensuring you maintain your CET Ensure that you maintain registration with the relevant professional and legal bodies e.g. GOC, ABDO. Continue to support the management team in developing and growing the business. 	<ul style="list-style-type: none"> Clients receive accurate and professional advice, and up-to-date information always, from a highly skilled professional