

NOTULEN

TANGGAL	:	Selasa, 08 November 2022
WAKTU	:	13.00 WIB - Selesai
TEMPAT	:	Ruang Rapat 1 Lt 3B
AGENDA RAPAT	:	Koordinasi Pelayanan
PEMIMPIN RAPAT	:	Pihak ZEISS
NOTULIS	:	Intan Kusumawati, S.Farm., Apt., MARS
JUMLAH PESERTA	:	8 Orang
TIDAK HADIR	:	-
PEMBAHASAN	:	<ol style="list-style-type: none">1. Rapat dibuka oleh pihak ZEISS2. ZEISS PDC reg result:<ol style="list-style-type: none">a. Patient attractionb. Patient conversationc. Patient referral (pengalaman pasien operasi prosedur Lasik)3. Penelusuran patient experience4. Terlibatnya tim RS seperti marketing, tim kamar operasi, dll5. Campaign digital marketing bisa disosialisasikan di IG, Twitter, dll6. Daya jual untuk marketing visumax 800 yaitu:<ol style="list-style-type: none">a. Lebih cepatb. Lebih presisi7. Untuk instal dan training membutuhkan waktu 5 hari8. Tim marketing untuk pemasaran visumax sebaiknya untuk awal alat kedatangan alat dan pemasaran awal sebaiknya tidak bergabung dengan produk lainnya. Kompetensi yang dibutuhkan adalah mampu menguasai digital marketing.
HASIL RAPAT	:	-
TINDAK LANJUT	:	-

PEMIMPIN RAPAT,

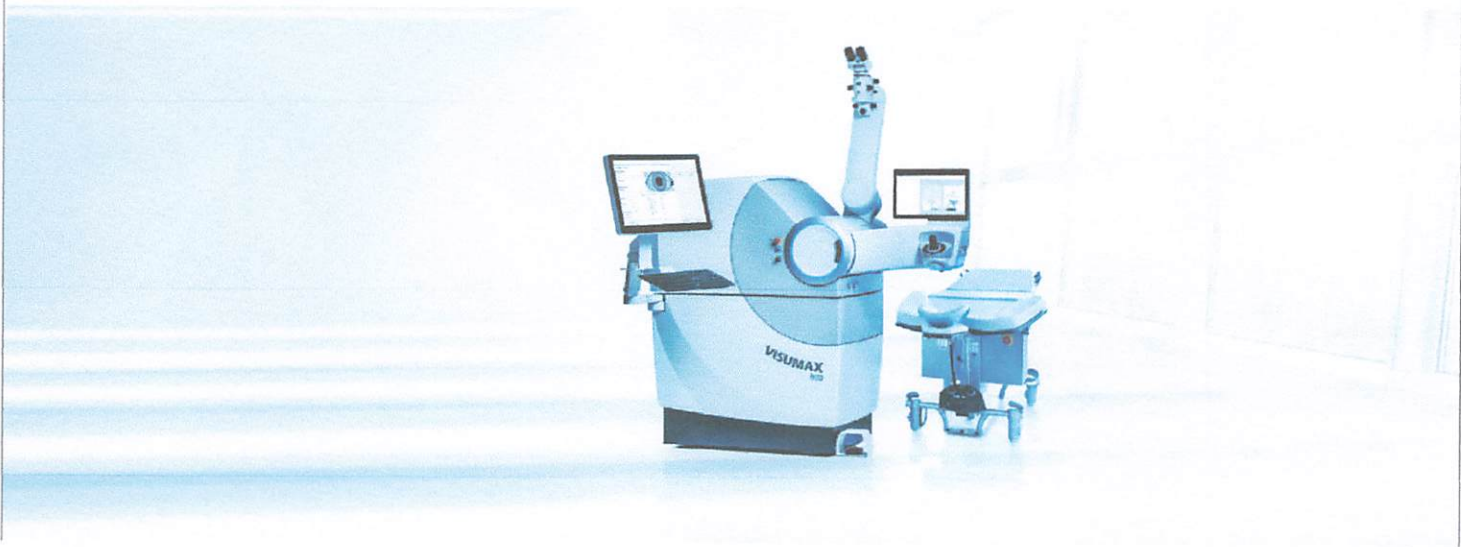
NOTULIS,



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(Intan Kusumawati, S,Farm., Apt., MARS)

ZEISS Corneal Refractive Workflow Practice Development Consulting



What is ZEISS PDC? ZEISS Practice Development Consulting



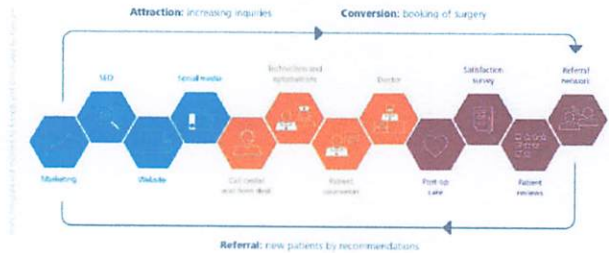
The **ZEISS Practice Development Consulting (PDC)** is a consulting service focused on growing successful practices by improving the overall patient experience.

We support our refractive customers with personal consulting and expert advice on **healthcare marketing, excellence in customer service** and **patient experience**.

The ZEISS PDC Strategy:

To develop practices by improving the overall Patient Experience with a patient-centered approach.

The ZEISS PDC program outlines a detailed action plan after comprehensive assessment of the patient journey in the clinic. The PDC Manager provides expert marketing consulting, staff training and support throughout the program implementation.

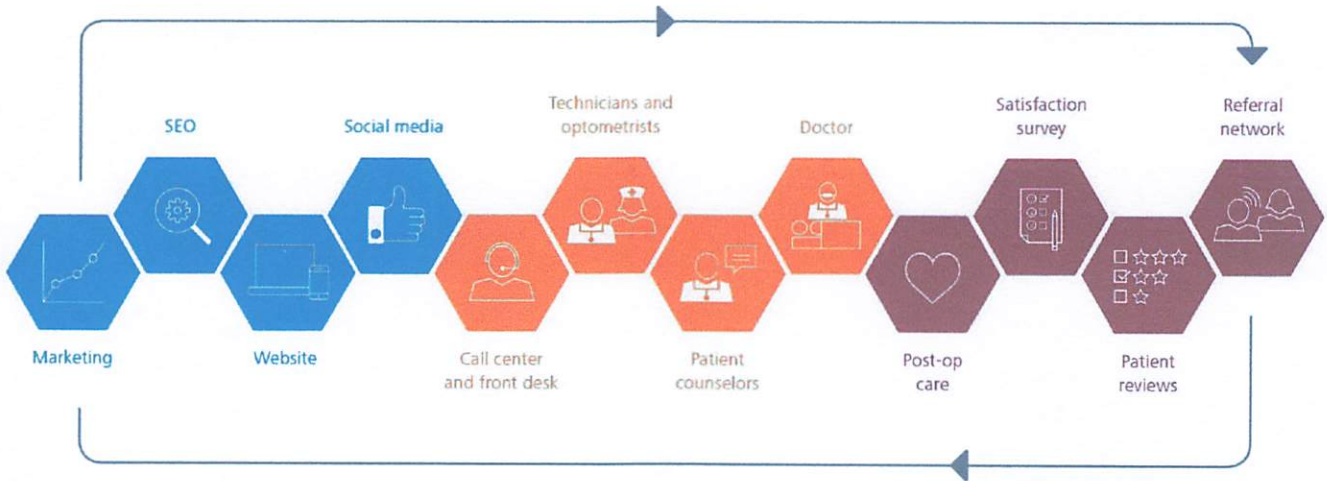


The ZEISS PDC key results:

- **Patient Attraction:** Increase volume of inquiries;
- **Patient Conversion:** Increase conversion rate to surgeries;
- **Patient Referral:** Increase volume of referrals;

What is ZEISS PDC?

ZEISS Practice Development Consulting



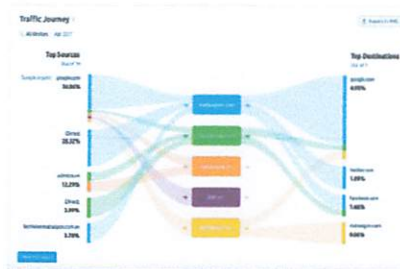
How can we help?

8 main PDC services



Material Providing

All types of material (print and digital) will be provided for each site to maximise exposure and LVC awareness. The medical staff can use them as efficient counselling tools.



Digital Overview

On a quarterly basis, digital overview report shall be conducted providing all media channel evaluation for the hospital.



Research & Listening

Applying dipstick and continuous tracking method, mystery shopping and social listening project will be applied to identify service improvements as well as to measure brand health

How can we help? 8 main PDC services



Time	Topic
Masterclass Training Modules PDC Vietnam 2021 – Alexandre	
Product	<ul style="list-style-type: none"> Strategic Branding / Định vị Thương hiệu chiến lược Marketing & Communications Strategy (MCS) / Chiến lược Marketing & Truyền thông Digital Marketing – Automation, Analytics & Social Media / Marketing Số thuật ngữ Market Research / Điều tra thị trường Creative Thinking & Design / Hình ảnh & Tư duy sáng tạo PR & Corporate Communications / Quan hệ công chúng & Truyền thông doanh nghiệp
Product	<ul style="list-style-type: none"> Business Model / Mô hình kinh doanh Business Development / Phát triển kinh doanh Business Plan / Kế hoạch kinh doanh Business Process / Quy trình kinh doanh Business Strategy / Chiến lược kinh doanh Business System / Hệ thống kinh doanh Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh
Product	<ul style="list-style-type: none"> Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh
Contact	<ul style="list-style-type: none"> Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh Business Unit / Đơn vị kinh doanh

Workshop & Training

Dedicated to PDC 3 phases, online or on-site training and workshop will be regularly conducted to update and maintain standardised service quality for every site.

Join us for a Webinar Series on
In Conversation With

Option 1

New York 9 - 10 AM
Frankfurt 3 - 4 PM
Dubai 5 - 6 PM
Singapore 9 - 10 PM

Option 2

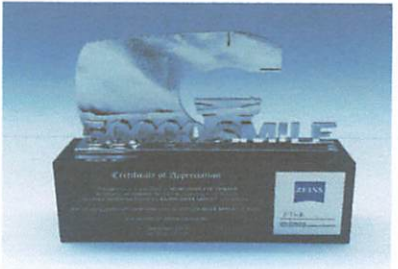
New York 7 - 8 PM
Singapore 7 - 8 AM (+1)
Sydney 9 - 10 AM (+1)
Auckland 11 - 12 PM (+1)

[Register](#)

Scan to register:

Webinar & Event

Setting aside daily activities, refractive webinar and event are great chance for hospital to capture knowledge and experience from around the globe.



Recognition & Award

Different recognition and award based on the number of procedure as well as PDC service quality evaluation, the hospital shall be acknowledged for their effort and outstanding position in the market.

How can we help? 8 main PDC services



B2B liaison & connection

Referring experienced candidate for Marketing or CS position as well as advice for setting up new channels shall be provided to the hospital. Besides, partner will be connected for suitable project.

POCADEMY | Asia Pacific
PRACTICE DEVELOPMENT CONSULTING

April - July 2022
Every Wednesday
Daily 12:00 - 1:30 PM
Friday 5 - 8 PM
Singapore 8 - 9 PM

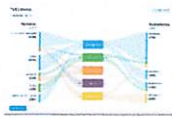
(ongoing) ZEISS PDC Academy

Mutual platform for potential accounts to access and gain industrial knowledge for both medical and customer experience sides.

Who we can help?



Material providing



Digital overview



Research & Listening



Workshop & Training



Webinar & Event



Recognition & Award



Recruitment & Liaison



● Corporate

● Hospital

● Marketing

● Counsellor

● Call centre

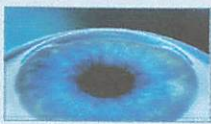
● Reception

● Optometrist

ZEISS Patient Communication Materials



Animations
For treatment steps of PRK, LASK, SMLE



Brochures
Basic information on SMLE, LVC and LASK



Pictures & Graphics
Lifestyle, procedure, benefits, treatment steps



Posters & Ads
About procedures, treatment steps, brand



Social Media Posts & Online Banners
Animated for online marketing activities



Videos
Explanation videos highlighting benefits



Patient Website
Informing about LVC options, incl. SMLE clinic finder



Guides & Clinic Equipment
Messaging ideas, displaystands, sticky notes, clipboard, notepad



PPT Templates
Topics like treatment steps, LVC benefits



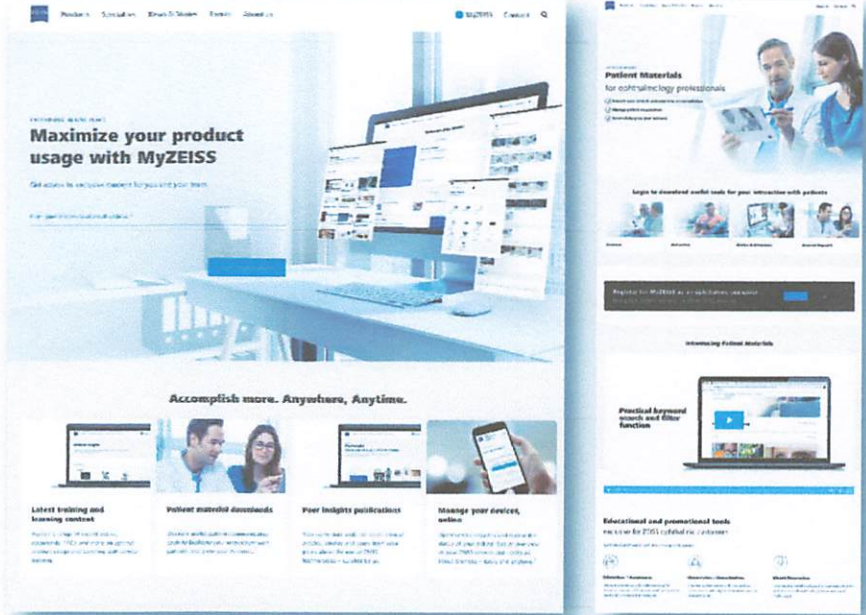
ZEISS Patient Communication Materials

<https://www.zeiss.com/myZEISS>

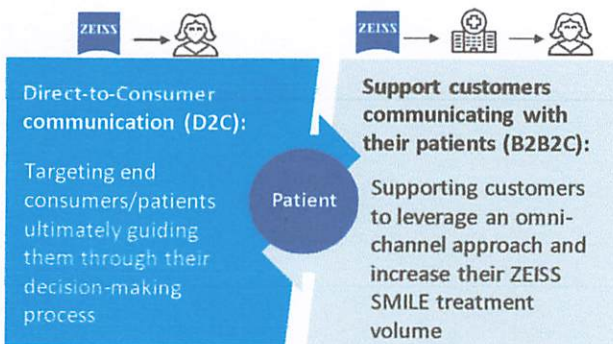


Available to ZEISS ophthalmic customers upon registration

Accessible via MyZEISS - the new digital home for all ZEISS services:



Plan for the future



Next generation of Femtosecond laser in Refractive Surgery



Premium Eyes Dusseldorf



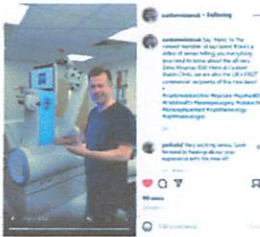
Optegra London



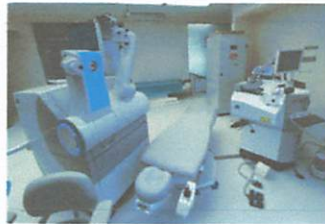
FYEO Netherlands



Glostrup Uni Denmark



Custom Vision Clinic



Prof.Solomatins' Clinic

Next generation of Femtosecond laser in Refractive Surgery
How to market



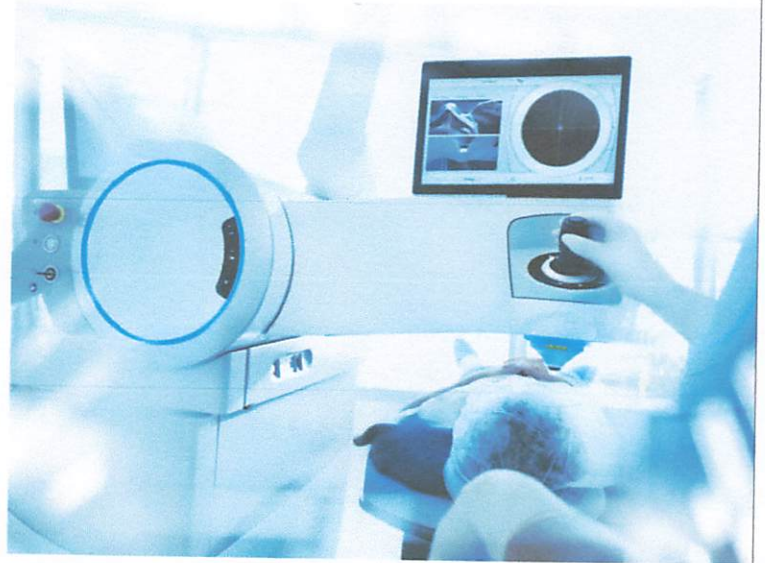
LASER VISION CORRECTION NOW
FASTER
MORE PRECISE
MORE COMFORTABLE
 THAN EVER
 A TRUE REVOLUTION IN LASER VISION CORRECTION

Next generation of Femtosecond laser in Refractive Surgery How to market



FASTER

- The average person blinks every 4 seconds. Within 10 seconds, they **blink** 3 times.
- **Sport Car** – accelerating with all safety features, such as with vehicles with robotics and automation.
- Fast as **the world record** of the fastest man: 100 m in 9.58 seconds
- Lay down, blink, get up and done!
- What can you do in 10 seconds? (2 squads, a wave breaking, yoga morning greeting.....)



Next generation of Femtosecond laser in Refractive Surgery How to market



MORE PRECISE

- Better results in **astigmatism** correction
- Less **human reliability** leads to **no error** thanks to intelligent robotic assistant systems
- Virtually **pain free** & completely **gentle**
- Most modern way to get LVC – **state of the art**
- Great for **dry eyes**
- **Hyperopia** – will be possible to take advantage of SMILE benefits



MORE COMFORTABLE

- Less **anxiety**
- Gentle & unique as a **drop of rain**
- No **movement** needed, we follow you
- No **claustrophobia**
- No post-op **redness** & easy-peasy post op **care**
- No **smell**, no **sound**



Professional Education

Part of the ecosystem from Zeiss

Introduction



What do we offer?

Through close engagement with teaching institutions and KOLs, we endeavor to provide **credible** and **unbiased** educational programs to address your individual challenges.

How do we contribute to the community?

- Accompanying you on a personalized learning journey which enables you to make **informed decisions** for the best interest of patients.
- Engaging the **global community** of seasoned professionals, we wish to contribute to the expansion of the knowledge base of eye care.

Focused activity



Congress of leading organizations



APACRS lunch symposium in June 2022

Regional/global webinar

Myopia Management Webinar



Myopia management webinar in May 2022

Young ophthalmologist program



User meetings

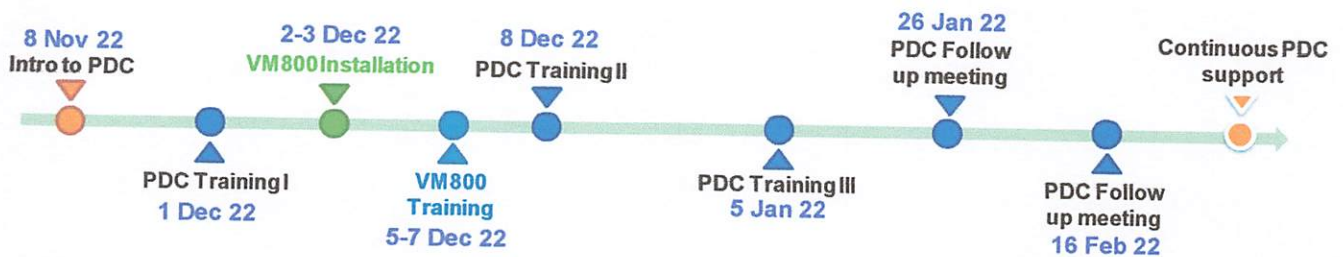


Activity Time Allocation



Activity	Time Allocation	Remarks
VM800 Installation	2 Days	Done by ZEISS Field Service Engineer
VM800 Training	3 Days	With Refractive Application Specialist
Introduction to PDC Service	40 minutes	Audiences: Clinics or Department Managers, HCP Staff Coordinators and Marketing Staff
PDC Training I – Patient Attractions	180 minutes	comprehensive training session
PDC Training II – Patient Conversion	180 minutes	comprehensive training session
PDC Training III – Patient Referral	120 minutes	comprehensive training session
PDC Follow up meetings	60 minutes	Once per two or three weeks

Tentative Activity Timeline





Seeing beyond