

Spotlight Doctor: Dr. John Castro

Good Customer Service: The Cornerstone of a Successful Practice

Providing exceptional patient care at four different NVI locations in Arizona isn't an easy job, but Dr. John Castro has managed to make it work. When asked, he'll tell you it's about hiring the right people. Talk to him a little longer and he'll also tell you it's about teamwork. "Good patient care is just a team effort all around and the minute you have that team effort, it's synergy," he says.

Although each office is a little different, two things remain the same: efficiency and great customer service. Dr. Castro also adds, "We are always willing to take on a challenge. We don't turn anyone away. We welcome walk-ins and let them know how many minutes before we can fit them in. We try not to say no."

Internal marketing—word of mouth—is the way his practices attracts new patients. He says, "We 'wow' them with patient education. By telling them exactly what is being done and for what reason, we often get the response, 'Nobody's ever explained that to me before!'" He goes on to say, "We're trying to build a practice, so we're hoping that patients refer their family and friends. We want them to like us as much as we like them."

Dr. Castro certainly doesn't take patient education lightly, especially when it comes to his astigmatic

patients. "I think a lot of astigmatic patients have been told in the past that they can't be fitted for contacts," he says. "With today's technology, and so many different lenses, eighty-five to ninety percent of the population can be fitted with soft toric contacts. In this case, patients need to be educated because it takes several visits to achieve the right fit. He advises his patients of the need for multiple visits up front. No surprises means fewer complaints. He comments, "I've had a lot of success with ACUVUE® OASYS™ Brand Contact Lenses with HYDRACLEAR™ PLUS, and with ACUVUE® ADVANCE™ Brand Contact Lenses for ASTIGMATISM."



In practice for eight years, six with National Vision, Inc., Dr. John Castro operates four optometry offices in Arizona: West Phoenix, West Mesa, Casa Grande, and Sierra Vista. With a background that includes medical recruiting, he looks for people who genuinely like their job, have great people skills, are team players, and believe in internal marketing.

Dr. Castro stands apart from other providers because he won't sacrifice patient care. He believes in good customer service, educating his patients, and has a staff that values the same principles of care that he does. He is successful because, as he explains, "Building a practice is not just for today, it's for tomorrow."

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