



Photo courtesy of Joseph J. Allen, OD, FAAO, Dipl ABO

WANT TO TRAIN YOUR STAFF MORE EFFICIENTLY?



Save time and educate every employee consistently by creating your own training videos.

BY JOSEPH J. ALLEN, OD, FAAO, DIPL ABO

Imagine having to order a macular OCT scan, only to hear your employee say, “I don’t know how to do that.” Well, when you have a simple, 2-minute “how to” video uploaded onto every staff computer or tablet, employees no longer have that excuse in the clinic.

SIMPLIFY YOUR ONBOARDING PROCESS

Instead of spending your valuable time training and re-training new hires, streamline your employee training efforts by creating reusable,

evergreen training videos. You can focus on topics such as the Health Insurance Portability and Accountability Act, Occupational Safety and Health Administration requirements, maintaining electronic medical records, taking a case history, chair skills, refraction basics, dispensing, ophthalmic lens choices, specialty testing, and any other subject matter that may be relevant to your clinic or patient base.

Now that you have an idea about what to create staff videos about, you may be wondering how to get started.

LIGHTS, CAMERA, ACTION!

Below are some pointers for putting together your own employee training videos.

Plan Your Videos

You will save yourself a lot of time and headache by planning out what videos you need to create and what material you need to cover in those videos. Rather than writing a complete script, focus instead on making a list of things you need to teach your staff.



PRO TIP

Delegate this task to

your staff. Instruct them to provide a guide based on how they already go about doing their jobs.

Schedule When You Will Shoot Your Videos

Plan on shooting your staff training videos when the clinic is empty, either before opening or on the weekend. Don’t schedule for after clinic, as you may be too tired, and it will be easier to put it off. Coordinate



with staff, family, or friends who may help out or play the role of a patient in the video.

Consider Audio, Video, and Lighting

Many clinicians feel the need to invest in a fancy camera or hire a film crew to make good videos, but this is not necessary, as almost everyone these days already has a fantastic quality microphone and camera right in their pockets (aka their smartphone). The few things you may actually need to purchase to get started include a tripod (to hold the smartphone or camera) and perhaps a lamp or other form of cheap lighting. Decent quality lighting can be found online for as little as \$50.



PRO TIP Consider

buying nicer quality lights for multipurpose use as a social media booth or an area for patients to take snapshots for their own social media posts.

Don't Forget to Edit

This can be one of the most challenging tasks involved in creating your videos, but it does not have to be

AT A GLANCE

- ▶ Creating short, simple, reusable training videos for staff to access on clinic computers and tablets can save valuable time.
- ▶ Filming staff training videos doesn't require a major investment in equipment; a smartphone camera, tripod, and additional lighting is enough to get started.
- ▶ Editing videos might be the hardest part of the process, but there are free editing programs available. It's also possible a staff member or someone's child possesses the necessary skills.

overly difficult. If you have no experience editing videos, don't panic. There are many free editing programs for your phone and computer, and remember—you are not making feature films, you're making functional educational videos for use in your own clinic. Also, consider hiring your current staff, a local video editor, or enticing your own children to edit the videos for you (they may be better at it, anyway).

Upload and Implement

Once your finished videos are ready, the last step is to upload them to computers, laptops, and tablets throughout your clinic so your staff can start using them.

INVEST IN YOUR TEAM

You will need to dedicate time, and possibly money, to creating your staff

training videos, but the return on investment through saved time, clinic efficiency, and accuracy is well worth it. Your future self will thank you when it's time to bring someone new on board, or when your staff need a quick refresher. ■

1. Miller S. SHRM HR benchmarking reports launch as a free member-exclusive benefit. April 11, 2022. www.shrm.org/resourcesandtools/hr-topics/benefits/pages/shrm-hr-benchmarking-reports-launch-as-a-member-exclusive-benefit.aspx. Accessed August 5, 2022.

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