

A 20/20 View of Performance Management with emPerform at Doctors Vision Group



Before starting with emPerform, Doctors Vision Group relied on Google Sheets and a homemade evaluation form for performance management. The manual process often led to forgotten anniversary reviews and missed employee checkpoints. Having grown to eight clinics, leadership needed to streamline and automate their process to be more compliant, eliminate manual tasks, and to ensure all staff received appropriate management plans and feedback.



Enter emPerform — An Automation Transformation

Automating core business processes is critical in healthcare, where the focus must remain on talent retention, staff development, and patient care outcomes, not manual practices.

In their quest for automation, Doctors Vision Group turned to emPerform. The decision to choose emPerform was influenced by the platform's rich automation features, executive reporting, and a game-changing tag feature, allowing staff to exchange valuable real-time feedback seamlessly.

Since starting with emPerform, Doctors Vision Group has realized several efficiencies and benefits, including:

- *Seamless execution and tracking of anniversary reviews*
- *Increased feedback for staff*
- *Improved goal and development tracking*
- *Better accountability and compliance*
- *New leadership insights into talent*

Getting Started with emPerform

Doctors Vision Group worked with a dedicated emPerform consultant to launch its new performance management platform. emPerform worked closely with the team to understand their exact needs, set up and refresh review forms, train users and administrators, and successfully launch on time.

"emPerform's implementation team was excellent. The process was well thought out, logical, and completed in a timely fashion."

*Dr. Wes McCann, CEO & Optometrist
at Doctors Vision Group*

Transformed Performance Management at Doctors Vision Group

Seamless Execution of Anniversary Reviews

Doctors Vision Group now relies on emPerform's automation to keep monthly reviews on track and key staff notified of deadlines. Performance reviews are launched automatically based on review and hire date, and leadership has full status tracking. All clinics can now focus time on patients and not paper.

"We no longer worry if we are missing performance reviews and meetings — emPerform keeps our entire process on track," said Dr. McCann.

Increased Feedback for Staff

Employees have embraced the user-friendly platform, particularly praising the tag feature for fostering a culture of open communication. Staff can use tag daily to send and receive feedback, ensuring timely recognition of accomplishments and helping managers have better conversations with employees.

"We like emPerform's tag feature because it allows our staff to give good feedback to each other and also to their managers," said Dr. McCann.

Improved Goal and Development Tracking

Accessing emPerform online throughout the year allows managers and staff to set and track key goals and development plans. Continuously monitoring performance allows leaders to ensure their teams and clinics are aligned for success and on track in key areas. As each cycle closes, Doctors Vision Group plans to use historical reviews to better reflect on performance and plan staff development.

Better Accountability and 20/20 Insight into Talent Development

Doctors Vision Group has already noticed a difference in quality and compliance. Not only are reviews taking place consistently and on time, but employees are tracking accomplishments, and

leadership is more accountable for ensuring they continuously log feedback and progress.

Leadership has found emPerform to be a catalyst for accountability. The platform's insights into staff development and goal setting also provide a broader perspective for leadership.

"emPerform has given us a greater outlook on staff development and helping to develop those staff members' goals," reflects Dr. McCann.

Facilitating Discussions and Planning for the Future

While navigating their first emPerform cycle, the clinic found the platform to be a robust facilitator for employee and peer feedback. This laid a solid foundation for meaningful discussions during one-on-ones and reviews.

"emPerform has given us a great platform for giving employee feedback and peer feedback that can help with discussions during one-on-ones and reviews," notes Dr. McCann.

Looking Ahead with emPerform: Beyond Jobs to Careers

As the clinic becomes more entrenched in emPerform, there's excitement about its potential for future staff development. Completing each cycle will allow one to reflect on past achievements, fostering an environment where staff can build careers, not just jobs.

With performance management running smoothly, the clinics can focus management energy on growth and staff can focus on what matters most — quality patient care.

See performance clearly with emPerform.

Get started today!

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