

# School of Medical & Allied Sciences

Course Code : BOVT5007

Course Name: Vision Technician-I



## Communication

- 1 Direct & indirect communication
- 2 Effective communication
- 3 Barriers to communication
- 4 Non verbal communication
- 5 Ideal optometry practice
- 6 Clinical records
- 7 Marketing eye clinic

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# Communication

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# Communication

- 1 Direct & indirect communication
- 2 Direct between speaker & listener two way fast & in small group
- 3 In Direct through multimedia between speaker & listener one way slow & in large group

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# Communication

Effective communication

- Clear
- Fast
- Complete
- Develops understanding

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# Communication

## Barriers to communication

- Pre involvement in thoughts
- Language barrier
- Level of understanding
- Not in right mode or frame work
- Irreverent
- Confusing

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# Communication

## Non verbal communication

- Eye contact
- Posture
- Tone & pitch
- Rest & stress by repeating
- Dressing sense
- Professional behaviour

# Communication

Ideal optometry practice

- Good looking
- Well illuminated
- Well organized
- Good professional
- Caring attitude

The logo of Galgotias University is a circular emblem with a stylized 'G' shape in the center. The 'G' is composed of three curved segments in yellow, blue, and red. The background of the emblem is a light, multi-colored gradient.

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# Communication

## Clinical records

- Personal data
- Clinical data
- Registration
- Bills
- Appointment diary
- Test reports
- Surgical reports
- Treatment like pharmacy, optical aids & orthoptic exercise report



# Communication

Marketing eye clinic

- Positioning
- Product
- Services
- Advertising & promotion

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