



**Dr. Jenny Hung**  
*Rosemead Walmart*  
Southern California College of Optometry

When she is not traveling to exotic places like Egypt or Paris, or practicing piano & playing golf, Dr. Jenny Hung manages the Rosemead Walmart Optometry Office in Southern California. A leasing Doctor for three years, Dr. Hung knows how to make each patient's experience special. Dr. Hung acknowledges that "although the experience starts from the patient making the appointment on the phone...the majority of the experience is in the exam room." Dr. Hung tries to spend a few extra minutes learning more about her patient's personal life. This information is jotted down in the patient's chart so Dr. Hung can refer to it when the patient returns in a year so she can "pick up from where we left off a year ago" as if they were old friends.



She takes her time to fully explain patient's condition using visual aids she maintains on her iPad. In addition, "instead of using my laptop to view my scanned charts, I now access the patient chart using the eBridge app on my iPad." Dr. Hung believes utilizing technology in the exam room gives her practice a more professional and advanced image.

When asked about the benefits of subleasing from FirstSight, Dr. Hung compares FirstSight to a home owners association in that FirstSight regulates the quality and standard of care across all offices which helps keep offices "up-to-date on law requirements and [gives] a professional image." Dr. Hung sees not only the benefits in the infrastructure and foundation that FirstSight provides, but in the communication between FirstSight and Walmart when issues arise with the equipment or facilities which allows Dr. Hung more time to focus on building her practice. She admits that being located in Walmart is a

struggle in that patient's expect a discount or even a free exam, and that she is located in a highly competitive neighborhood. Dr. Hung is beginning to focus on medical optometry and has even submitted applications to be a Medi-Cal/Care provider to provide access to a broader range of patients.

One key success of Dr. Hung's office is her strong relationship with the adjacent Vision Center manager. Their open door policy allows them to provide feedback to one another on the patient/customer experience. They frequently partner together to attend local health fairs and will soon be attending an event for the



Panda Restaurant Group to provide screenings to 400+ employees and family members – all potential patients. Dr. Hung is also able to fill her chair with potential patients from the Vision Center due to the convenient location of her office. If a customer comes in with an older prescription, patients may come by for a screening. If it is determined that the prescription is no longer accurate, Dr. Hung is able to fill an appointment slot. Not only does this increase awareness of her services, it shows the patients that the Vision Center and Dr. Hung go that extra mile to take care of their needs.

*Thank you for your hard work and dedication Dr. Hung!*