

The Human-Centered AI Practice Prompt Library

Free Resource from Dr. Steve Vargo

DrSteveVargo.com/resources

This prompt library is organized around the challenges that come up most in practice management: hiring, training, patient communication, operations, marketing, and burnout. Every prompt uses the four-part framework from Human-Centered AI: Context, Identity, Questions, and Task. Fill in the brackets with your own details and you will get output that is more specific, useful, and aligned with how your practice actually works.

How to Use This Library

Each prompt has four labeled parts. Context tells the AI the relevant facts about your situation. Identity assigns the AI a role with the right expertise. Questions asks the AI to slow down and ask you a few clarifying questions, one at a time, before completing the task. Task gives the clear, specific output you need.

Replace anything in brackets with your own details. The more specific you are, the better the output. When the prompt asks AI to ask questions, answer each question as it comes. After the AI has enough context, it can produce a more useful response.

The better question is not, "How can AI run my practice?" The better question is, "How can AI help me with this?"

1. Hiring and Recruiting

Use these prompts to attract candidates who align with your culture, prepare for interviews, and evaluate fit, not just credentials.

Write a Job Post That Attracts Culture Fits

Context: I run an independent optometry practice. I am hiring for [position]. My practice values are [values, e.g., genuine patient connection, continuous learning, team accountability]. The role involves [key responsibilities]. Our ideal candidate is [brief description of who thrives here].

Identity: You are an experienced healthcare recruiter who specializes in independent private practices. You understand that culture fit matters as much as credentials.

Questions: Before writing the job post, ask me 3 questions, one question at a time, to better understand our culture, the type of person who succeeds here, and the tone I want candidates to feel when they read this.

Task: After I answer your questions, write a job post that attracts candidates who align with our values, not just people who need a job. Include a brief “Why You’ll Love It Here” section and a “This Isn’t the Right Fit If...” section to help self-screen applicants.

Generate Structured Interview Questions

Context: I am interviewing candidates for [position] at my optometry practice. The core qualities I need in this person are [e.g., patient empathy, ability to handle difficult conversations, coachability, team orientation].

Identity: You are an HR consultant who specializes in healthcare hiring and behavioral interviewing.

Questions: Before generating the interview questions, ask me 3 questions, one question at a time, to better understand the role, the team dynamics, and the qualities that matter most in this hire.

Task: After I answer your questions, write 8 behavioral interview questions that reveal whether a candidate has these qualities. For each question, include one follow-up probe and one green-flag/red-flag indicator to listen for.

Evaluate a Candidate After an Interview

Context: I just interviewed [candidate name or “a candidate”] for [position]. Here are my notes: [paste your notes]. The qualities most important to me are [list 3–4 priorities].

Identity: You are a thoughtful hiring advisor helping a small business owner make a decision they will stand behind long-term.

Questions: Before making a recommendation, ask me 3 questions, one question at a time, to clarify any gaps in my notes, the context of the role, and what concerns I may be underweighting or overweighting.

Task: After I answer your questions, summarize the candidate’s strengths and concerns based on my notes, flag any areas where I have insufficient information, and give me a recommendation on whether to move forward, with your reasoning.

2. Staff Training and Development

Use these prompts to train your team more consistently, scale what works, and build scripts that sound like your practice, not a corporate manual.

Build a Training Module for a Specific Skill

Context: I need to train my front desk team on [skill, e.g., handling patients who push back on pricing, using teach-back to confirm patient understanding, scheduling patients for follow-through]. My team's current confidence level on this is [low/medium/high]. We have about [X minutes] for this training.

Identity: You are a healthcare operations trainer who specializes in front-line staff development for independent practices.

Questions: Before creating the training module, ask me 3 questions, one question at a time, to better understand the current skill gap, the most common mistake staff make, and what a successful interaction should sound like.

Task: After I answer your questions, create a short training module that includes why this skill matters for patient experience, a clear before/after example, a simple script they can adapt, and a practice scenario with a realistic patient objection.

Turn a Real Situation Into a Learning Moment

Context: Something happened in my practice recently that I want to use as a teaching example: [describe the situation briefly: what happened, who was involved, and what the outcome was]. I want my team to learn [specific lesson] without it feeling like blame.

Identity: You are an experienced clinical team coach who helps healthcare leaders turn real events into constructive learning without shame or defensiveness.

Questions: Before designing the learning exercise, ask me 3 questions, one question at a time, to understand the situation more fully, what I want the team to learn, and any sensitivities I should consider before discussing it.

Task: After I answer your questions, help me turn this situation into a 5-minute team learning exercise. Include a neutral framing introduction, 2 open discussion questions, and the key takeaway I want the team to walk away with.

Create a 30-Day Onboarding Plan

Context: I am onboarding a new [position]. My practice is [brief description: size, specialty, culture]. In the first 30 days, I need them to learn [key systems, workflows, priorities]. A successful 30-day outcome looks like [describe].

Identity: You are a practice management consultant who has helped dozens of healthcare practices build onboarding systems that reduce turnover and accelerate confidence.

Questions: Before building the onboarding plan, ask me 3 questions, one question at a time, to better understand the role, the most important first-month outcomes, and where new hires typically struggle in our practice.

Task: After I answer your questions, build a 30-day onboarding plan with weekly themes, daily check-in prompts, and 3 milestone markers I can use to assess whether the new hire is on track.

3. Patient Communication

Use these prompts to help patients understand their care, trust your recommendations, and follow through with language that sounds like you, not a brochure.

Write a Patient Education Explanation

Context: I need to explain [condition or treatment, e.g., dry eye disease, myopia progression, the need for progressive lenses] to patients in plain language. My typical patient is [brief description]. The most common thing patients misunderstand or push back on is [describe].

Identity: You are a health communication specialist who writes plain-language patient education content for independent eye care practices.

Questions: Before writing the explanation, ask me 3 questions, one question at a time, to better understand the patient's likely concerns, the clinical point I need them to grasp, and the tone I want to use.

Task: After I answer your questions, write a 3–4 sentence explanation I can use chairside. Then write a slightly longer version I can put in a patient handout or post on my website. Both should be warm, clear, and jargon-free.

Draft a Script for a Difficult Conversation

Context: I need to have a conversation with a patient about [situation, e.g., they have been declining a recommended treatment for two visits, they are upset about a wait time, they are questioning our pricing]. My goal is [what I want the outcome to be]. I want to avoid [what I am worried will go wrong].

Identity: You are a patient experience coach who helps clinicians navigate difficult conversations with empathy and confidence.

Questions: Before writing the script, ask me 3 questions, one question at a time, to better understand the patient's likely perspective, the relationship history, and what resolution would feel appropriate.

Task: After I answer your questions, write a conversation script that opens with a genuine acknowledgment, invites the patient to share their concern, and moves toward resolution. Include two variations: one for when they are frustrated and one for when they are hesitant.

Improve Treatment Acceptance Language

Context: I regularly recommend [treatment/product, e.g., prescription eyewear, dry eye therapy, myopia management]. A common response I get is [describe typical hesitation: cost, time, “let me think about it”]. I want to improve how I present this recommendation so patients feel informed, not sold to.

Identity: You are a behavioral communication consultant who helps healthcare providers present clinical recommendations in ways that honor patient autonomy while improving follow-through.

Questions: Before rewriting the recommendation, ask me 3 questions, one question at a time, to better understand how I currently present it, what patients tend to resist, and how I want the conversation to feel.

Task: After I answer your questions, rewrite my current recommendation script using autonomy-supportive language. Include a teach-back question I can use to confirm understanding and a response to the most common hesitation I described.

Create Patient Communication Prompts by Scenario

Context: I want to create a set of reusable AI prompts for patient communication scenarios in my optometry practice. The scenarios I want help with include [list scenarios, e.g., explaining fees, discussing treatment urgency, responding to complaints, improving follow-up, explaining insurance limitations]. My practice voice is [warm, direct, educational, reassuring, conversational, etc.].

Identity: You are a healthcare communication strategist who helps independent practices create clear, empathetic, and consistent patient messaging.

Questions: Before creating the prompt set, ask me 3 questions, one question at a time, to better understand the scenarios, the emotional tone of these conversations, and the type of language my team would actually use.

Task: After I answer your questions, create a library of patient communication prompts organized by scenario. Each prompt should include context to provide, the role AI should play, the clarifying questions AI should ask, and the final task I should give it.

4. Practice Operations and Workflow

Use these prompts to reclaim time, reduce friction, and solve the recurring problems that drain your team every single week.

Analyze and Fix a Recurring Workflow Problem

Context: We have a recurring problem in our practice: [describe the issue, e.g., patients frequently no-show, check-in takes too long, end-of-day charting bleeds into personal time]. I have tried [what you have already attempted]. The impact on the team is [describe the downstream effect].

Identity: You are a healthcare operations consultant who specializes in diagnosing workflow inefficiencies in independent practices.

Questions: Before recommending solutions, ask me 3 questions, one question at a time, to better understand when the problem happens, who is affected, and what may be driving the pattern.

Task: After I answer your questions, identify the most likely root cause of this problem, propose 3 targeted solutions ranked by ease of implementation, and give me the first concrete step I can take this week.

Draft a Patient-Facing Policy or Communication

Context: I need to communicate our [policy, e.g., cancellation policy, insurance verification process, contact lens ordering process] to patients in a way that feels helpful, not punitive. Patients often [describe current confusion or resistance]. My tone should be [warm and direct / professional / conversational].

Identity: You are a patient experience writer who helps healthcare practices communicate policies in a way that builds trust rather than creating friction.

Questions: Before writing the policy communication, ask me 3 questions, one question at a time, to better understand why the policy exists, what patients usually misunderstand, and what tone will best preserve trust.

Task: After I answer your questions, write a patient-facing version of this policy for [format: email, in-office signage, website FAQ, text message]. Keep it brief, clear, and warm. End with an invitation for questions.

5. Marketing and Patient Engagement

Use these prompts to build connection with your community, communicate your value, and generate referrals without sounding like a marketing department.

Write an Email or Newsletter to Patients

Context: I want to send an email to my patient list about [topic, e.g., a new service, a seasonal eye health reminder, a story about something happening in our practice]. My practice voice is [warm, direct, slightly informal / professional and reassuring — describe your tone]. My goal for this email is [inform / re-engage / generate appointments].

Identity: You are a healthcare content writer who helps independent practices communicate with patients in a way that feels personal, not promotional.

Questions: Before writing the email, ask me 3 questions, one question at a time, to better understand the audience, the reason this message matters now, and the action I want readers to take.

Task: After I answer your questions, write a [short/medium] email that opens with something interesting or human, not a subject-line trick, and closes with a clear, low-pressure next step. Match the tone I described.

Generate a Referral Prompt Script

Context: I want to ask satisfied patients to refer friends and family, but I do not want it to feel transactional or awkward. My typical satisfied patient interaction looks like [brief description, e.g., post-exam, after a great glasses fitting, after resolving a problem]. I am most comfortable if the ask feels [natural / service-oriented / based on helping someone they care about].

Identity: You are a patient loyalty consultant who helps healthcare providers generate referrals through genuine relationship-based language.

Questions: Before writing the referral scripts, ask me 3 questions, one question at a time, to better understand the patient moment, my comfort level with asking, and the kind of referral language that would feel authentic to me.

Task: After I answer your questions, write 3 short scripts I can use in different moments: in-chair, at checkout, and in a follow-up message. Each should invite referrals without pressure and feel natural enough that I would actually say it.

6. Burnout Prevention and Wellbeing

Use these prompts to protect your time, reconnect with your purpose, and lead a practice that is sustainable for you and your team.

Design a Weekly Check-In for Your Team

Context: I want to start a brief weekly check-in with my team to stay connected and catch problems early. My team has [X people]. We have about [10–15 minutes]. I am most concerned about [e.g., low morale after a hard stretch, communication gaps between front and back office, individual stress I am not seeing].

Identity: You are an organizational wellbeing consultant who helps small healthcare teams build psychological safety and sustainable culture.

Questions: Before designing the check-in, ask me 3 questions, one question at a time, to better understand the team dynamic, the level of trust in the room, and what I want people to feel after the meeting.

Task: After I answer your questions, design a repeatable weekly check-in format with an opening question that invites honesty, a brief operational win/challenge round, and a closing that acknowledges effort. Keep it under 15 minutes.

Reflect on What Is Draining You

Context: I am feeling burned out and I want to think through what is actually causing it. Here is what my average week looks like: [brief description of your schedule, tasks, patient load, team dynamics]. The moments I dread most are [describe]. The moments I still love are [describe].

Identity: You are a thoughtful executive coach who works with healthcare professionals experiencing burnout. You help people distinguish between problems they can solve and problems they need to accept or exit.

Questions: Before giving me advice, ask me 3 questions, one question at a time, to better understand the patterns in my week, what feels most draining, and what still gives me energy.

Task: After I answer your questions, identify the 2–3 most likely root causes of my burnout, distinguish between what I can change in 30 days versus what requires a longer-term decision, and suggest one small experiment I could try this week to test whether it makes a difference.

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