



**Providing good care,  
plus respectful  
treatment, equals  
patient service.**

**Putting patients first  
pays huge  
dividends.**

**Committing to  
excellence every day  
and being the  
positive force that  
shapes a patient's  
perception.**

**Building caring  
relationships means  
taking your patient's  
feelings into account  
and adapting your  
care to reflect their  
needs and desires.**

**When empowered  
healthcare workers  
exceed patient  
expectations—every  
one wins!**

# **Healthcare** **With Feelings:**

**Creating the Ultimate Patient Experience**

# Simple Formula:

$$\text{Good care} + \text{respectful treatment} = \text{CUSTOMER Satisfaction}$$

**Healthcare With Feelings** will help all employees, and everyone in the organization should participate—including new and experienced personnel. This program will have a powerful impact on employee performance and the quality of care your organization provides.

**During the 3-session workshop, healthcare workers will learn how to understand excellence, while covering these 11 areas:**

- 1° How to give best service to improve the healthcare consumer experience.
- 2° What the modern healthcare client wants—and expects.
- 3° How to cultivate a positive self-image while working with patients and co-workers.
- 4° Valuing importance of first impression, as well as feedback and online reviews.
- 5° How to put patients first.
- 6° How to build caring relationships.
- 7° How to learn and use positive communication techniques with patients and co-workers.
- 8° How to provide the best customer service.
- 9° How to exceed expectations and stay engaged.
- 10° How to provide quality care to your colleagues.
- 11° How to handle dissatisfied patients in healthcare settings.

Service Quality Institute provides instructional design that helps ensure effective learning. Employing a unique and proven educational model, learning occurs through reading, observing and participating. Our process reinforces the message through several levels of instruction to help make sure that learning lasts:

- **A Participant Book** provides background for use during the sessions and for reading afterward to further impact the skills being taught in non-work hours. This enduring guide then becomes a resource to reflect back on learning and tips after you've completed the workshop, saving over 8 hours of classroom time.
- **Video Demonstration** that shows how the learning concepts work in practice. Over 80% of instruction is built around experiential learning. The principle objectives are to change attitudes and behaviors, to teach leading-edge customer service skills, and to build morale and teamwork.
- **The Leader's Guide** supports the group facilitator with all of the tools needed to lead a live educational session, including interactive exercises and discussion questions. The leader's guide makes the video vignettes and principles come alive. It is scripted so the learning time is kept on track and is designed so virtually anyone can confidently facilitate the program.
- **Scheduling and Implementation Healthcare With Feelings** is conducted on-site where your employees work (saving you time and money) in three sessions spaced one week apart. Each session is 2-3 hours long. In developing countries 3-4 hours long.

The **Healthcare With Feelings** technology is also designed so you can implement the system at either one location or many locations simultaneously, ensuring a consistent image and message company-wide.

# Important Questions About Today's Healthcare Customer



HOW DOES YOUR ORGANIZATION CHANGE TO REMAIN COMPETITIVE AND TO BEST SUPPORT YOUR PATIENTS—WHO ARE VERY DIFFERENT THAN TEN YEARS AGO?

HOW DO YOU THINK MOST PEOPLE DECIDE OR CHOOSE ONE PRACTICE OR THE OTHER? WHAT COMPELS THEM TO RETURN AFTER ONE EXPERIENCE WITH YOUR PRACTICE?

Today's healthcare consumers are shrewd, informed buyers—and if or when they have a poor experience, they will not hesitate to spell out every painstaking detail in an online forum post, and publicly vent their frustration. The patient will decide if it is easy to do business with your practice, and they expect to be treated with respect, compassion and dignity.

**Healthcare With Feelings** is about adapting to change by providing the best patient care possible.

At the root of every complaint is an opportunity to make improvements.

## Importance of Quick and Efficient Handling of Complaints

Commit to excellence every day. Be the positive force that shapes your patients' perceptions, positive reviews and feedback. Make it a great first impression. You usually won't get a second chance.

- When patients feel special they usually walk away feeling good about their experience.
- Use the human touch each and every time.
- Patients are more likely to tolerate a wait if they know how long it is going to be.
- Smiling and communicating in a polite manner should become second nature for everyone in the healthcare industry.
- Your patients deserve courtesy, consistency, fair treatment, and prompt service.

What does it mean to care:

# Building Caring Relationships

The essence of healthcare is caring, but caring is more than just a word. Caring is how we feel about our patients. It's how we provide services, treatment and support. Caring means more than simply being physically present. It means taking you patients' feelings into account and adapting your care to reflect their needs as well as their desires.

The crucial first step in developing caring relationships is to consider others as special—and to treat them that way.

Caring is reciprocal. Treat others as special, and in return you are more likely to be treated the same. Suddenly you are on the same side—you establish win/win relationships. Caring relationships, both at work and in your person life, can make everything easier.

There are three essential types of relationships:

**1°** With patients – this core relationship is central to everything that you do on a daily basis.

**2°** With colleagues – the team members you work with every day are like your family. A positive working relationship increases morale and improves the level of care that everyone provides.

**3°** With yourself – when you feel good about yourself, your profession, and your organization you are better prepared to deliver the compassionate, quality care that led you to the healthcare industry in the first place.



**Healthcare With Feelings is a complete program that is easy to implement.**

**FACILITATOR PACKAGE INCLUDES:**

**LEADER'S GUIDE:** This 3-ring binder provides amazingly simple step-by-step instructions on how to organize, prepare for and conduct each session. Because the Leader's Guide is user friendly, there are just three requirements to be a good Leader:

- Enthusiasm
- Peer Respect
- Exceptional Customer Service

A Leader's guide is recommended for each Leader who implements the learning system. Workshop leaders are usually managers and supervisors of your organization, however, experienced employees with a high level of enthusiasm toward customer service could lead the workshop as well.

**VIDEO:** DVD's contain a series of skits demonstrating both the right and wrong way to serve customers. The 26 minutes of video for each session will generate group discussion and experiential learning. Each location receives a set of 3 DVD's with one for each session.

**PARTICIPANT BOOKS:** A thoughtfully-planned 136 page workbook guides each participant through leadingedge concepts, skills and practices of customer service excellence. Exercises throughout the book reinforce and assist in the learning experience. Between each session, employees spend personal time reading and reinforcing service concepts. Without the use of the Participant Book for each employee, an additional 8-10 hours of training would be required to accomplish the same objectives.

**SUPPORT MATERIALS:** Support material include a Technique Card, Certificate of Completion and Customer Service Performance Standard.

The performance standards are an excellent management tool to evaluate the changing behavior of employees. They provide feedback, coaching and skill development.



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