

# THE SPIRIT OF EXCELLENCE



## Superior Quality Service

THE KEY TO MANAGED CARE SURVIVAL

### **The Climate is that of Hospitality and Individualized Service - The Spirit that we create**

Providing quality care is more of a challenge now than ever before. Not only because technological advances in medicine have created a multitude of treatment options, but also because patients are more knowledgeable - and they want to be informed.

In fact, informing has become as much a part of treatment as intervention. And that's why responsible health care providers know how to provide this information competently, accurately, and compassionately.

### **Caring, not processing**

While the medical competence of health care providers and their staffs is Priority Number One among patients and their families, caring is a close second. And that caring can only come across through well-developed communication skills and a heightened sense of empathy.

Caring about others comes naturally; the challenge is showing that you care, even when you're busy, tired or focused on getting the job done. The Spirit of Excellence will teach the skills needed to consistently convey a caring attitude in a positive, sincere way.

### **Experiential Learning**

The Spirit of Excellence will provide your employees the opportunity to network with co-workers, from all areas of your organization, during a video-based patient relations and customer service workshop designed to help with one of the most challenging parts of their job - dealing with people and problems. The program focuses on enhancing communication, interpersonal and customer service skills so that they can do their best in meeting the challenges they are faced with every day.

# The Spirit of Excellence

ATTAINING EXCELLENCE IN PATIENT RELATIONS  
& CUSTOMER SERVICE

## The Benefits

**Specially, The Spirit of Excellence will:**

- Build patient loyalty and word of mouth advertising
- Encourage employee teamwork
- Improve attitude, morale and communication
- Reduce customer complaints and staff turnover
- Reinforce your customer service philosophy
- Empower staff to deal more effectively with third party providers

The goal of The Spirit of Excellence is to improve service to internal and external customers - patients, their families, the medical staff, and each other.

## The Technology

**To create an environment and opportunity for group discussion and communication:**

- The three-session program is driven by 60 minutes of video. The video provides good and poor examples for participants to identify with and learn from.
- The Leader Guide is used by facilitators to implement the system on site. It explains how to run the group discussions, describes what material is needed, and provides a recommended script for the Leader's use in conducting each session.
- A participant book and support materials are used by employees to maintain enthusiasm and commitment. Outside reading and exercise enhance training time by eight to sixteen hours.



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 **Service Quality Institute**  
The Global Leader in Customer Service

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