

CUSTOMER SERVICE SCRIPTING FOR OUTPATIENT PHLEBOTOMY

Purpose To describe the procedure on Customer Service scripting for outpatient phlebotomy.

Policy A script is a set of statements and/or actions to ensure that LAMC Clinical Laboratory staff delivers the right message to the people that we are communicating with, whether it be our patients, physicians, or other departments.

In order to standardize interactions with patients, physicians, or other departments, LAMC Clinical Laboratory will use scripts in order to:

- Assure a certain level of service performance and professionalism will be maintained with every patient encounter.
- To send a consistent, positive message to our patients.
- To deliver high quality care while enhancing patient loyalty and satisfaction.

Failure to follow the required Customer Service Scripts may lead to appropriate corrective action.

Monitoring will be assessed periodically thru random audits by the laboratory managers to ensure effectiveness of the customer service scripting.

Procedure The table below details the procedure for Outpatient Phlebotomy Customer Service scripting.

Stage	Description
1	Put a smile on your face. Be happy. Be professional and courteous.
2	Acknowledge member as soon as possible. Establish eye contact and smile. With a warm, calm and welcoming voice, clearly state your name, and your purpose. Script: "Hello, welcome to Kaiser Permanente. My name is _____. I'm going to draw your blood."

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CUSTOMER SERVICE SCRIPTING FOR OUTPATIENT PHLEBOTOMY, Continued

Procedure (continued)

Stage	Description
3	Acknowledge the member's wait time: Script: <i>"Thank you for waiting."</i> NOTE: <i>When saying "thank you for waiting", staff should check how long the member actually waited. If the member was attended to within the goal (Drawn within 10 minutes from time of check-in) staff should politely mention "I am glad that you did NOT wait a long time."</i> NOTE: <i>If the member waited longer, the staff should say:</i> Script: <i>We do apologize that you've waited a little longer. We'd like to thank you for your patience and understanding</i>
4	For positive patient ID, ask for two unique identifiers (i.e. name, DOB, MRN#, etc.). Script: <i>"For your security and identity protection, may I have your first and last name and your date of birth?"</i>
5	Describe what's going to happen. Explain the process in layman's language.
6	Let member know of any possible delays.
7	Prepare to draw the patient's blood. Before the insertion of the needle, the laboratory assistant advises the member: Script: <i>"I am now going to draw your blood. You will feel a slight pricking pain from the needle on the draw sight. Please do not move your arm while I am drawing your blood. This will prevent the needle from being dislodged."</i>
8	If a butterfly needle was used, prior to withdrawing the needle, Laboratory Assistant should advise the patient: Script: <i>"You will hear a clicking sound as I pull the needle out. This is to prevent unnecessary needle stick."</i>
9	Immediately after drawing the blood, the Laboratory Assistant should advise the patient to apply pressure. Script: <i>"You now need to apply pressure for 10 minutes. This is to stop the bleeding."</i>

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CUSTOMER SERVICE SCRIPTING FOR OUTPATIENT PHLEBOTOMY, Continued

Procedure (continued)

Stage	Description
10	When labeling the tubes: Script: <i>"Please remain seated while I label all of your specimens. This is to ensure that all of your specimens are accounted for and labeled correctly."</i>
11	After gathering all tubes and supplies, the Laboratory Assistant should ask the following question: Script: <i>"Is there anything else I can help you with?"</i>
12	Thank the member. Script: <i>"Thank you for choosing Kaiser Permanente."</i> NOTE: <i>If the encounter is positive, staff is to remind member to complete the survey when received and rate the laboratory.</i> NOTE: <i>If the member waited for a long time, staff should again say:</i> Script: <i>We do apologize that you've waited a little longer. We'd like to thank you for your patience and understanding. Thank you for choosing Kaiser Permanente."</i>