

# Hardwiring Service Excellence

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Overview of Topics for today:

- Our Mission/Goal
- How do we meet our Mission/Goal?
- Patient Satisfaction
- Why is this important
- What to say, How to say it
- Resolution of issues
- Service Recovery

# Our Mission & Goals

Patients are why we are here

We want to be:

- the best place for patients to receive care
- the best place for physicians to practice
- the first choice for employees to work
- At the 90<sup>th</sup> percentile or above

# How do we meet our Mission/Goal/patient expectations? “Living our Values”

- **Accountability**
  - We are community owned and governed therefore we are responsible to our communities.
- **Excellence**
  - We anticipate and respond to patient needs by providing quality services and striving to improve continually.
- **Teamwork**
  - Each person is important: each has the opportunity and the obligation to make a difference.
- **Caring**
  - We treat all patients and their families in a caring, confidential manner with dignity, honesty and integrity.
- **Pride**
  - Our superior service is defined by the individuals we employ.

# Standards of Conduct and Customer Service

**WORDS TO LIVE BY**

**I WILL:**

- Put our patients and customers first at all times
- Demonstrate uncompromising ethics
- Take responsibility for quality and safety
- Exceed expectations
- Unselfishly work with others
- Treat everyone with kindness and respect
- Anticipate needs and respond
- Create a positive and lasting first impression

# Patient Satisfaction

## How we are doing

# Top priority for Outpatient Q2 2013

# Why is this important?

- If we do not have patients, do we have a job?
- Do we want to be extraordinary?
- If striving for great and we slip, we're still good
- If striving for good and we slip, then we're not good
- How do we “WOW” the patient?

# Why is Patient Satisfaction Important?

- **Service**
  - Patient Satisfaction means very good service
- **Quality**
  - Patient satisfaction is their perception of quality care
- **Finance/ Growth**
  - Patient satisfaction is publicly reported and makes growth possible, and thus keeps us financially healthy
- **Community**
  - High scores means a better reputation in the community and a greater likelihood of participation in our community programs

# Understanding the Patient Experience

- It is important to have empathy for patients and their families
- Remember that they are sick
- We are in a unique position to ease their concerns and help them to be more comfortable
- A healing environment is one where we are proactive in anticipating and meeting their needs.

What are you doing to  
improve the patient's  
experience?

# Improve Patient Satisfaction

- Greet people
- Smile
- Assist visitors
- Bring forward any issues that you feel need correction
- AIDET

# AIDET

- AIDET
  - A: Acknowledge
  - I: Introduce yourself
  - D: Duration: How long it will take
  - E: Explain what you will do
  - T: Thank them for coming to Riverview

# What to say – How to say it

<u>What is said</u>	<u>How to say it better</u>
▪What do you want?	▪How may I help you?
▪I don't know?	▪I'm not sure, but let me find out.
▪Not my job	▪I will find some one to help you.
	▪Is there anything else I can do for you? I have the time

# Key Words at Key times

- I'm going to draw the curtain/close the door to give you some privacy.
- Is there anything else I can do for you? I have the time.
- Thank you for your patience
- Thank you for Waiting
- I'm very sorry you had to wait.
- I'm sorry for the delay

# Key words at Key times

- I'm unable to provide that service for you. I will find someone who can.
- I'm sorry that we did not meet your expectations. How can I resolve this for you? What can I do to make it better?
- Thank you for bringing this to my attention.
- Our goal is to provide you with very good service.

# Tools for Patient Satisfaction

- How we treat each other affects our patients
  - Thank people that you work with
  - Compliment them in front of patients
  - Reassure patient of your confidence in their care
  - Manage up

# How to resolve issues

- **Hear the patient out**
  - Don't interrupt the patient
- **Empathize**
  - I can only imagine how you must feel
- **Acknowledge**
  - I understand that you....
- **Resolve the issue**
  - Give options on what you can do for them
- **Thank them**
  - Thank you for bringing this matter to my attention

# Service Recovery

- Use the TLC Service Recovery when appropriate.
  - Delays in service
  - Problem with room
- The program empowers employees to better serve an unhappy patient or customer.
- TLC interventions must be done with forethought and judgment
- TLC gifts are not intended to gloss over problems, but rather to take ownership for them and initiate remedial action. This effort is directed at making the customer feel better about the organization.
- Staff should talk about appropriate use on their specific unit/department.

# Final Words

## Focus on the patient

- Consistency
- Standardize
- Trust
- Sincere
- Caring
- Compassion
- Respectful
- Dignity
- Gracious
- Passion

# Questions?

Contact

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**Thank You**  
**for the work you do!**  
**You make a**  
**difference here!**