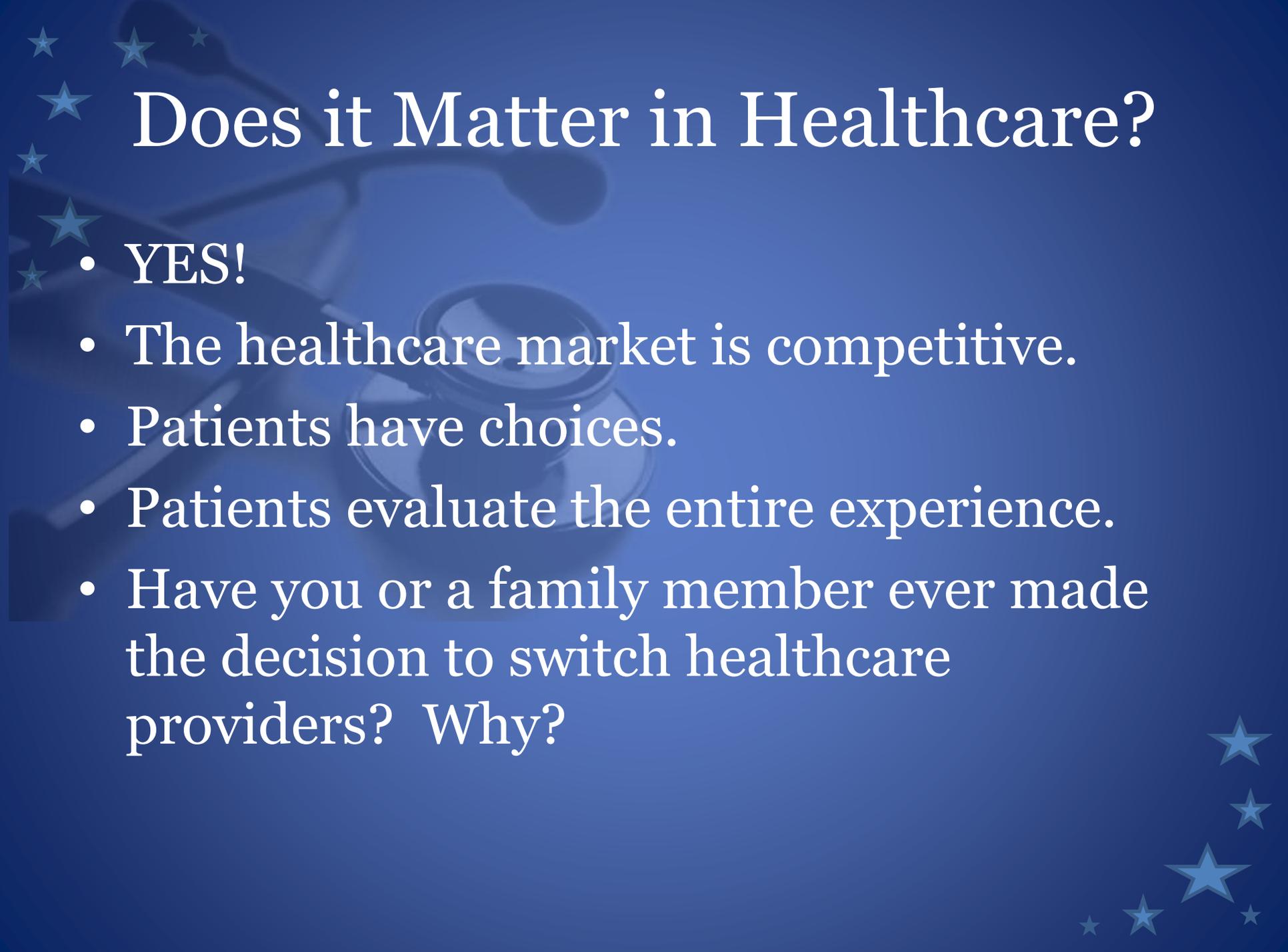


The background is a solid blue color. In the top-left corner, there is a cluster of seven light blue stars of varying sizes. In the bottom-right corner, there is a cluster of six light blue stars of varying sizes. A faint, semi-transparent image of a stethoscope is visible in the background, centered behind the text.

Customer Service In Healthcare

Objective

- 6.32 Demonstrate respectful and empathetic treatment of ALL patients/clients. (customer service)



Does it Matter in Healthcare?

- YES!
- The healthcare market is competitive.
- Patients have choices.
- Patients evaluate the entire experience.
- Have you or a family member ever made the decision to switch healthcare providers? Why?

Patient Expectations

- Need to meet patients' expectations in order for them to be satisfied.
- Health care workers are responsible for patient satisfaction.
- What is the cost of an unhappy patient?

What's it Like to be a Patient?

- Do you think most patients find the world of health care to be frightening and stressful?
- How do you feel when you are receiving healthcare?
- Does the “fear factor” that is often associated with health care create a greater need for healthcare worker kindness?

Patient Service Questions

- How long did you wait before being seen?
- Were you informed of any delays?
- Were you given clear instructions?
- Were all your questions answered, and were you given info about how to have future questions answered?
- Were all procedures explained?
- Were all personnel courteous and compassionate?

What Should Healthcare Workers Do?

- Smile when appropriate.
- ALWAYS speak warmly and courteously.
- Use professional language – and use the patient's name.
- NEVER tell patients your personal problems, and be careful about giving any personal information.
- Focus on the patient's needs.

Did you Know?

- Medical lawsuits are mostly related to whether or not the patient likes you.
- ANY lawsuit, warranted or not, is extremely stressful for everyone involved.
- Many lawsuits can be avoided if healthcare workers assure that patients are satisfied with their care.

Facts About Customer Satisfaction

- A good experience is told to 8 people, and bad experience to 22!
- 7 out of 10 patients who change providers do so because of poor service or indifference toward them.
- Satisfying and retaining current patients is 3-10 times cheaper than attracting new patients.
- 70% of complaining patients will return if you resolve the complaint in their favor.

How to Handle a Complaint

- If possible, sit at eye level with the patient.
- Take notes on what the patient says.
- Ask questions to clarify but DO NOT be defensive.
- Try to understand the problem from the patient's point of view.
- Thank the patient.

Seek Resolution

- If you are the problem – apologize, and thank the patient for his/her feedback.
- If you need more information, let the patient know you'll get back to him/her.
- Provide information the patient might be lacking. (Without defending.)
- Try to find a resolution to the satisfaction of the patient.

Service Recovery

- Service recovery involves the service provider taking responsive action to "recover" lost or dissatisfied customers, to alter their negative perceptions, convert them into satisfied customers, and to ultimately maintain a business relationship with them.

Service Recovery

- What to do?
- Own up to the mistake
- Make it right – by:
 - Apologizing profusely
 - Fixing what you can fix
 - When possible, by providing reasonable compensation.

The background of the slide is a dark blue gradient. In the upper left corner, there is a cluster of light blue stars of varying sizes. A faint, semi-transparent image of a stethoscope is visible in the background, with its chest piece resting on a surface. The title 'Customer Service for ALL Patients' is written in a white, serif font at the top of the slide.

Customer Service for ALL Patients

- If you follow the rules for providing excellent customer service for your patients, and you respect your patients' rights, is there a need to have special strategies for caring for the very young, the very old, or economically disadvantaged patients?
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- A decorative arrangement of light blue stars of various sizes is located in the bottom right corner of the slide.