

# Creating a Mindset for Service Excellence

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PRESENTED BY CASE MEDICAL

# Objectives

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Discover the importance of service excellence in today's healthcare environment

Review factors crucial for creating a mindset for service excellence

Identify strategies that will help you achieve and maintain a level of service excellence at your healthcare facility

Examine how to measure and evaluate the effectiveness of service provided

Assess your knowledge and skills and set goals that can help you rise to a level of service excellence.

# INTRO TO SERVICE EXCELLENCE

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# Customer Service

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THE SUPPORT YOU GIVE  
YOUR CUSTOMERS



BEFORE AND AFTER THEY USE  
YOUR PRODUCTS OR  
SERVICES



HELPS THE EXPERIENCE BE  
POSITIVE AND WORTHWHILE

# Exceptional Customer Service

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# Skills that Every Employee Needs

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Patience. Near the top of a customer service skills list ...



Attentiveness. ...



Clear communication skills. ...



Knowledge of the Product. ...



Ability to use positive language. ...



Acting skills. ...



Time management skills. ...



Ability to 'read' customers.

# The Challenge in SPD

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Meeting the needs  
of the department  
and your supervisor



Following best  
practices



Turnaround



OR requirements



Surgeon satisfaction



Patient safety



# Service, the Business of Healthcare



# Good Enough, Isn't



INCREASINGLY  
COMPETITIVE HEALTHCARE  
MARKETPLACE



MORE BUSINESS FOCUSED  
AND SERVICE ORIENTED



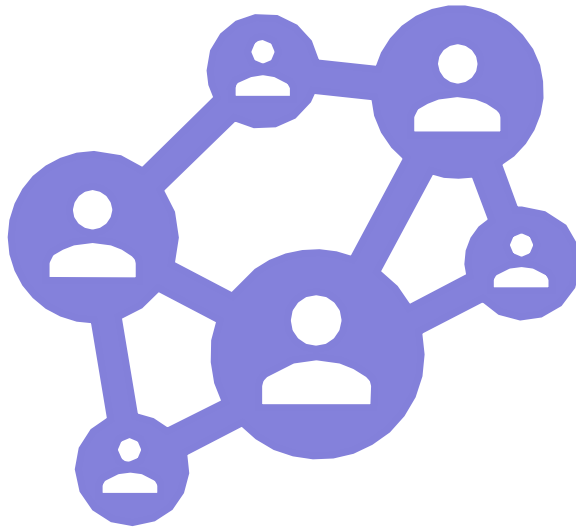
CUSTOMER EXPECTATIONS  
ARE HIGHER



INCREASED FOCUS ON  
SERVICE QUALITY AND  
CUSTOMER SATISFACTION

# You are vital

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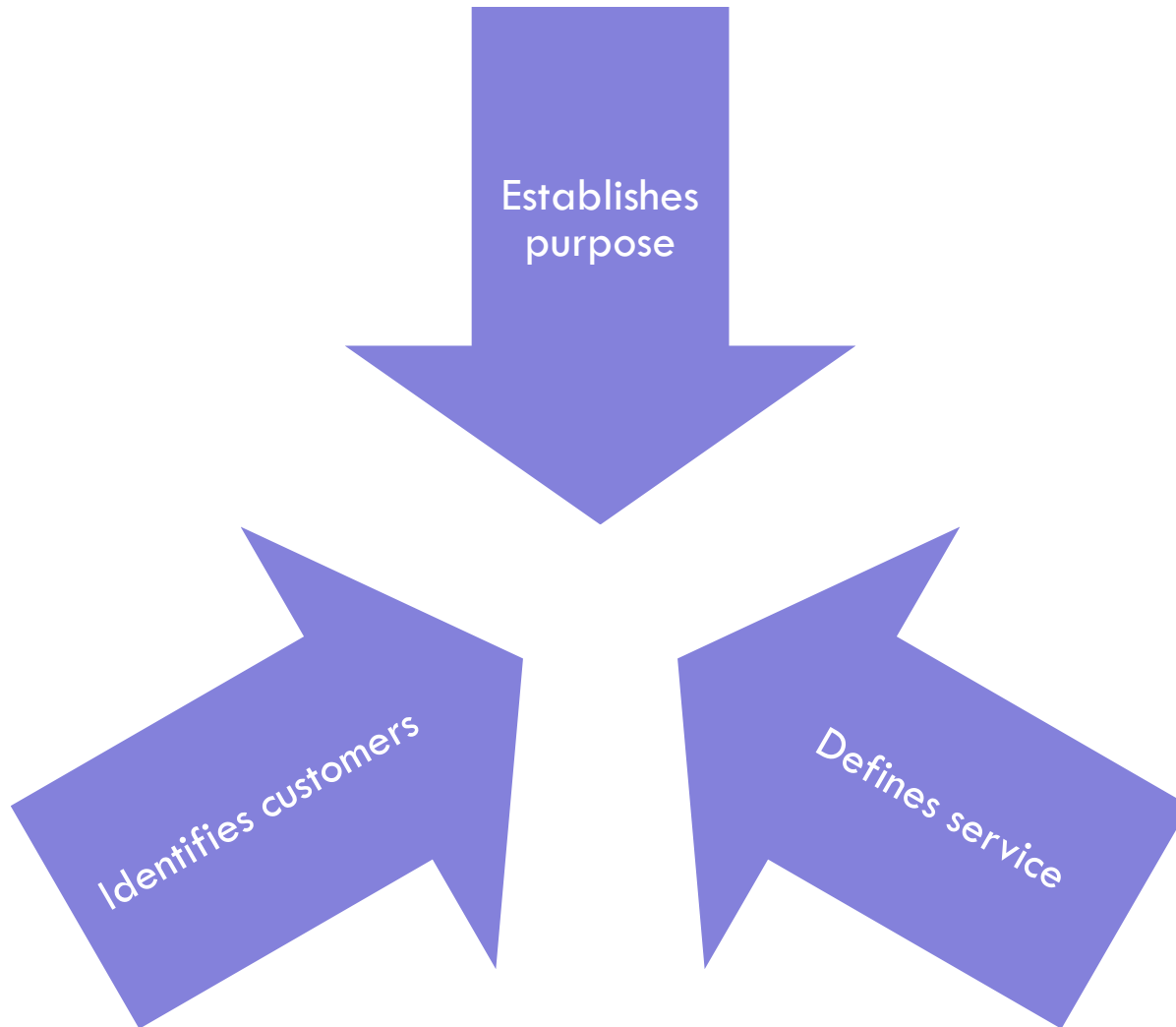


Highly successful businesses are characterized by a culture that recognizes that the quality of service is the responsibility of every employee

Each and every employee plays a key role in representing service excellence

Service excellence is a professional way of life and it starts with YOU

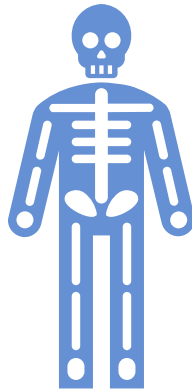
Need to know the healthcare organization's goals and the importance of your work to the organization's mission and to the ultimate customer, the patient



Mission is  
the  
Message

# Sample Mission Statement

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The mission of the SPD Department is “to strive to deliver the highest level of service, in the area of \_\_\_\_\_.”



The mission of PVH Hospital is to provide high quality healthcare services to the community we serve

# Values

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HOW THE MISSION IS  
CARRIED OUT



GENERAL BELIEFS, PRINCIPLES  
AND ATTITUDES



VALUES GUIDE THE  
OPERATION AND SET THE  
TONE

# One Hospital's Values

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Caring, courtesy and  
respect



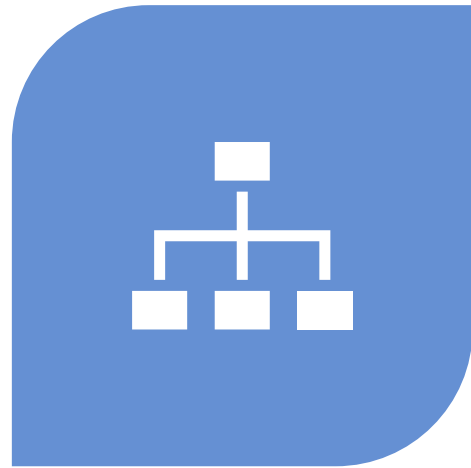
Pride in work



Professionalism in every  
aspect of service delivered

# Your Department

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LOOK AT YOUR DEPARTMENT'S MISSION  
AND ITS ALIGNMENT WITH THE  
ORGANIZATION'S SERVICE AND VALUES



THE DEPARTMENT'S MISSION SHOULD  
SUPPORT THE OVERALL MISSION OF  
THE HEALTHCARE ORGANIZATION

# Your Customers

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## INTERNAL CUSTOMERS

Patients

Nurses

Physicians

Staff

Co-workers

## EXTERNAL CUSTOMERS

Visitors

Vendors

Community



## Five Top Service Quality Factors

Responsiveness

Assurance

Reliability

Empathy

Tangibles

# Responsiveness

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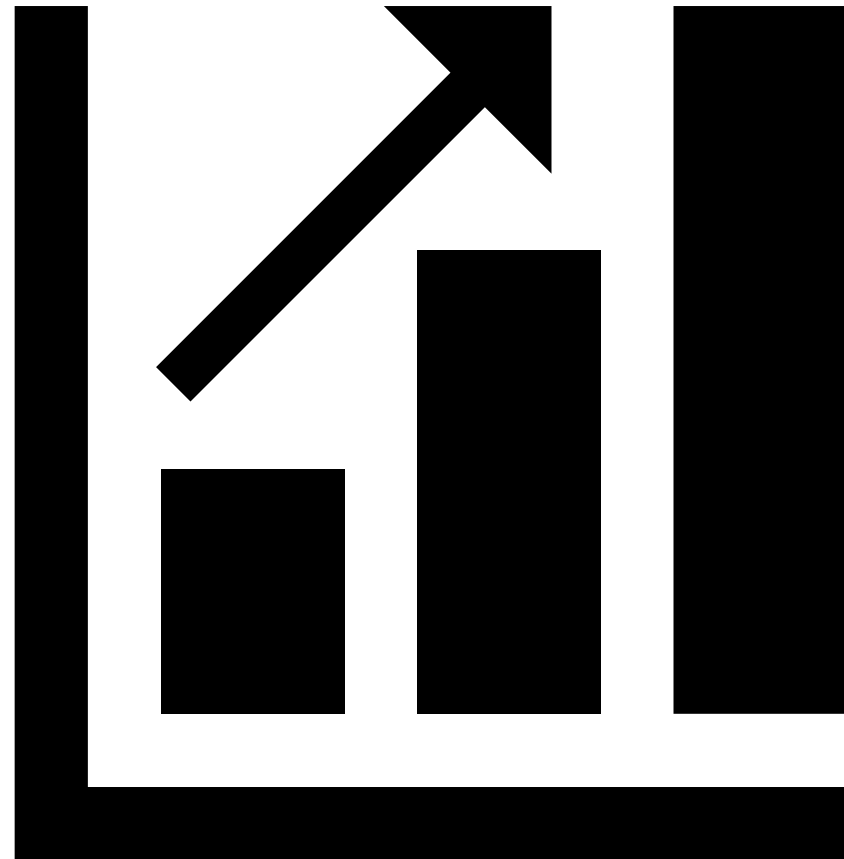
HELPING CUSTOMERS PROMPTLY  
AND COURTEOUSLY



# Assurance

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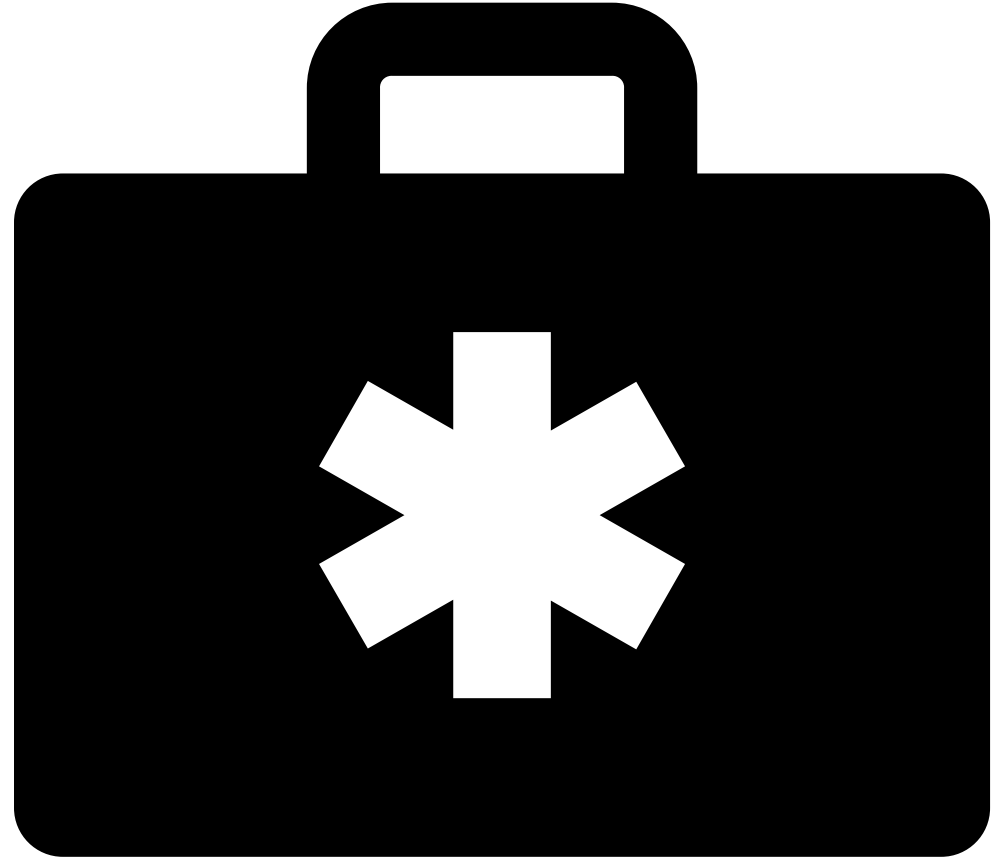
Conveying trust, knowledge and competency



# Reliability

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PROVIDING WHAT WAS  
PROMISED, DEPENDABLY AND  
ACCURATELY

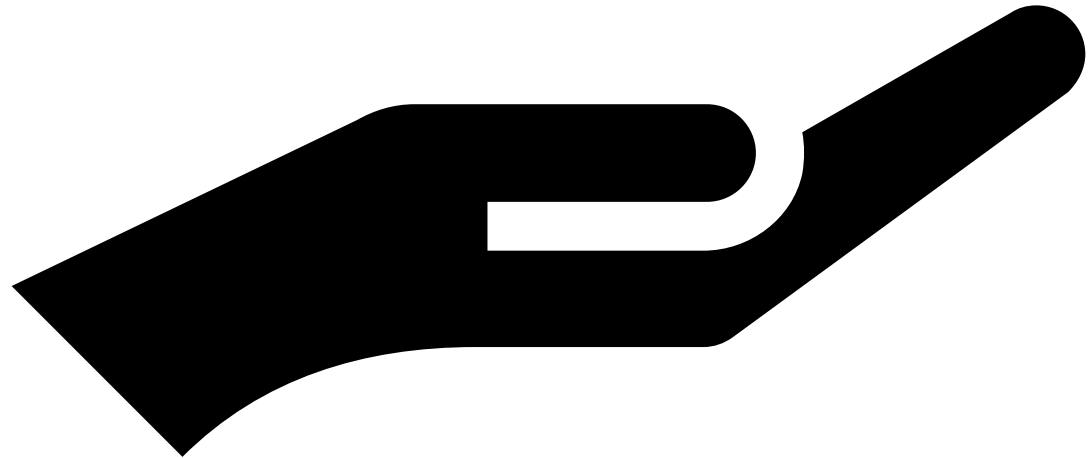


# Empathy

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Putting yourself in the other person's shoes

Caring and individual attention you show the customer



# Tangibles

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PHYSICAL APPEARANCE OF YOUR  
FACILITY, DEPARTMENT AND YOUR  
APPEARANCE





# Measure and Assess Effectiveness

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Conduct a customer satisfaction survey.

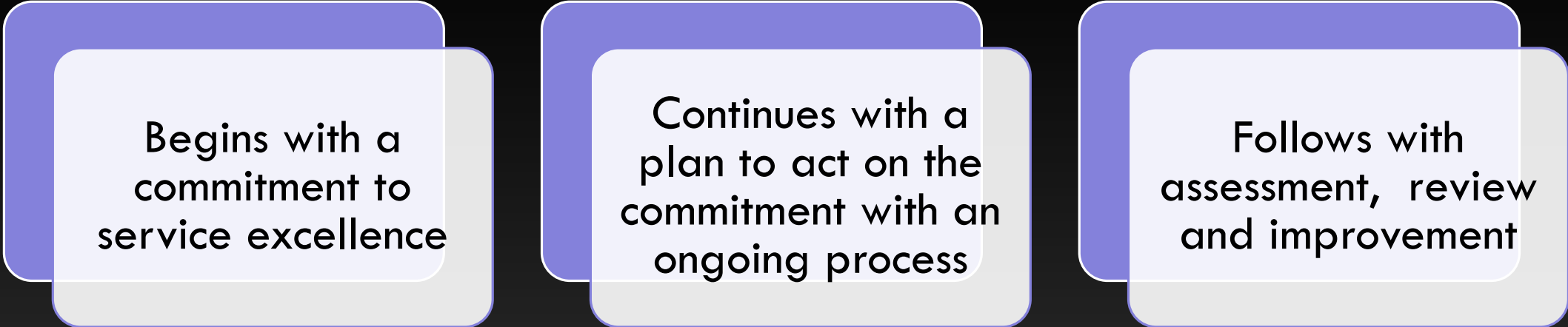
Review data returned and compile results

Communicate results

Address through quality improvement process

# Building a Culture of Excellence

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Begins with a  
commitment to  
service excellence

Continues with a  
plan to act on the  
commitment with an  
ongoing process

Follows with  
assessment, review  
and improvement



# Key strategies

Service excellence includes an environment that encourages:

- Education and Training
- Teamwork
- Reward and recognition

# Education and Training

Staff must be caring, competent and courteous and develop...

- Technical knowledge and skills
- Interpersonal/people skills
- Product knowledge
- Customer knowledge

Continue to reinforce skills and techniques...

- Education and certification
- On the job training
- In-service programs
- Continuing education seminars, workshops

# Human Relations

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Develop effective interpersonal relationships on both an individual and group basis

Remember...effective communication is the cornerstone to good human relations

Avoid forbidden phrases

Use winning words and  
soothing phrases

“Man does not live by  
words alone despite the  
fact that sometimes he  
has to eat them”...Adlai  
Stevenson

# The Message Behind the Words

# Do's and Don'ts

THE MESSAGE  
BEHIND THE WORDS

# It Takes Practice

“Excellence is an art won by training and habituation. We are what we repeatedly do. Excellence is not an act, It is a habit.”...Aristotle

# Hold yourself accountable

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Perform a self assessment of  
your knowledge and skills



Then set your goals and take  
action



Practice and apply what you  
learned

# Excellent Customer Service Includes

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Know Your  
Product or  
Service

Be Friendly

Say Thank  
You

Train Others

Show respect

Listen

Be  
responsive

Ask for  
Feedback

Use the  
Feedback  
You Receive



# Exceptional Customer Service

An 89-year old Pennsylvania man was snowed in around the holidays.

His daughter called multiple stores trying to find one that would deliver food to her father, and finally learned that Trader Joe's doesn't normally deliver, but it would in this special instance.

After the daughter ordered around \$50 worth of food to be delivered, the Trader Joe's employee told her that she didn't need to pay for it, and to have a Merry Christmas.

The food was delivered within 30 minutes.

# Exceptional Customer Service

A customer's mother had a medical condition that left her feet numb and sensitive to pressure. She ordered her mother six pairs of shoes hoping that at least one would be comfortable. After receiving the shoes, her mother called Zappos to get instructions on how to return the other shoes, explaining why she was returning. Two days later, she received a large bouquet of flowers from Zappos, wishing her well.

# Recognition and Reward

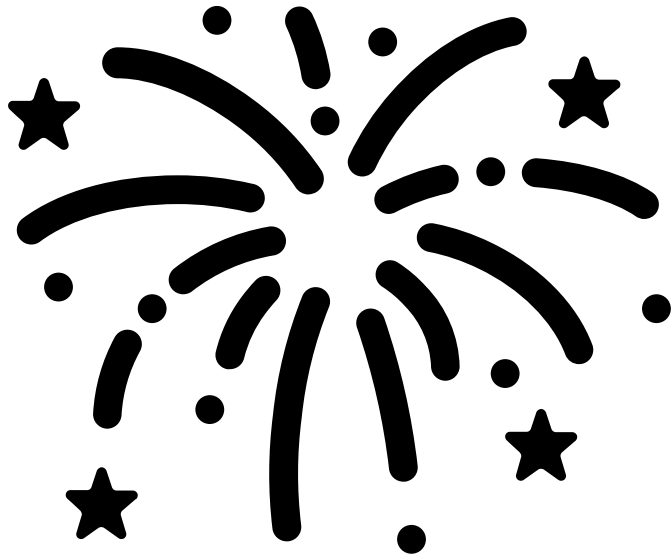
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The Golden Slipper Award we present at  
IAHCSMM in recognition of a staff member that  
went the extra mile



Based on a story of satisfying a patient who lost  
his favorite slippers and how a staff member went  
the extra mile to find exactly the same pair!



# Benefits of Good Customer Service

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Not only will your customers enjoy a better experience, but improving your customer service can also benefit your facility's bottom line and give you and your department the respect and recognition you deserve



## Conclusion

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As you can imagine, dealing with customers is not always easy

But understanding how important customer service and training is can greatly help the morale as well as your reputation in your department

At the end of the day, think about what it's like when you're the upset customer. You don't enjoy it either, do you?

With patience, empathy, and a problem-solving mindset, your customer service can go from average to stellar

Now, just wait until you see the results of happier customers