

Learning Points

1. Identify opportunities for enhancements to the onboarding and training process offered to staff involved with the initial patient contact.
2. Explore the correlation between promotion of customer service excellence during the registration process and alignment with ancillary department PRC Key Drivers®.
3. Employ effective, consistent communication to targeted staff that messages the expectation for a patient's first point of contact experience.

15th Annual PRC Excellence in Healthcare Conference • 2014

You Never Get a Second Chance to Make a First Impression

Sharon J. Healy, CRCR, CHAM
Patient Access Services Manager

Verde Valley Medical Center

15th Annual PRC Excellence in Healthcare Conference • 2014

Northern Arizona Healthcare

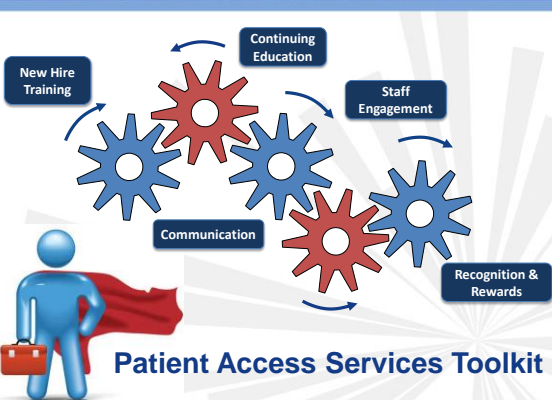


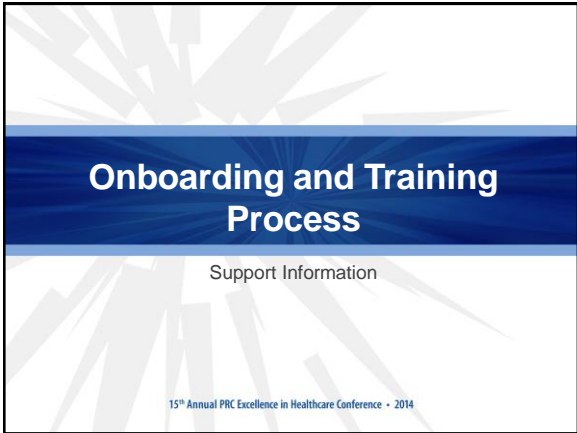
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“We’ve been expecting you!”

Moving the patient’s first point of contact from an impersonal, cold and fact-collecting interaction to a WARM welcome.





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Patient Access Orientation and Training Schedule 2014

Prattville

EMPLOYEE: _____ DATE OF HIRE: _____

Day 1 - New Hire Training	Responsible Party	Completed
Meet / Greet and Introductions	Manager	
Onboarding:		
Confer New Hire - Onboarding Training (web based)		
Employee completes required paperwork		
Identification ID Completed - online		
Orientation and Training Manual Distributed Including:	Mngr or Trainer	
Time Sheet		
Payroll Schedule - Instructions for Direct Deposit		
Department Phone List		
Department Schedule received, reviewed & explained		
Patient Access Services Training Guide and Checklist		
NAH Phone Directory		
Attendance-Availability for Work VVMC PAS		
HR-10.05 Professional Attire and Appearance		
Department Introductions and Facility Tour	Mngr or Trainer	
PowerPoint Orientation Presentations:	Trainer	
Excellence in Customer Service		
AIDET Training		
VVMC PAS Orientation Part I		
VVMC PAS Orientation Part II		
VVMC - NAH RCO Patient Access Services Advance Directive		
Training		
(Employee Recognition, Quarterly Incentives)		
Special Confidentiality		
LUNCH - (Cafeteria Card Issued)	Mngr or Trainer	

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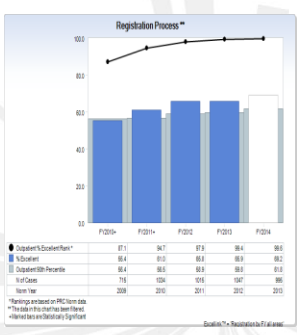
Customer Service Script-How Do I Respond When

TOPIC	RESPONSE
AIDET tool for interactions with the patient:	ACKNOWLEDGE - Immediately acknowledge and respond to the presence of the patient with a greeting and eye contact INTRODUCTION - introduce yourself by stating your name and "how can I help you?" ORIENTATION - inform patient how long you will be taking with them EXPLANATION - Explain what information you will be gathering or steps you will be completing THANK YOU - Thank the patient for their time and for choosing to use Verde Valley Medical Center. Ask if they need any further assistance or have additional questions.
Outpatient Registration	"Hello, my name is.... how may I help you?" Once the patient or responsible party responds, proceed to identify if the patient is scheduled and/or preadmitted for services already. **If the patient has provided information during preadmission - thank them for taking the time to preadmit and assure them this will speed up their check-in. Confirm orders for services have been received from the physician or that the patient is hand-carrying the orders. **If the orders have not been received or cannot be found, follow standard protocol to search the outpatient area first, then call Central Scheduling and Lab, and as a last resort call the provider office to request the order be faxed. Explain to the patient the steps you will be taking to secure their order and what the results of your attempts are. Regardless of physician office hours the patient should see you attempting to secure the order and initiate contact with the provider office if needed. Verification of demographic/insurance information is completed if not done previously during the preadmission process. Obtain appropriate signatures and initials on the COA (use COA script). Insert paperwork in to routing folder. Give the patient directions to the department area, thank them for choosing Verde Valley Medical Center and ask if they need assistance. Call the volunteer desk if they need an escort or a wheelchair to the department location.
Payment/Collections - Scheduled Services with insurance verified	"We did receive authorization from your insurance company for your procedure. Your insurance company indicated that you have a deductible of \$\$\$ and/or co-pay of \$\$\$\$. How would you like to handle payment or deposit for services? **Financial counselor may have already contacted patient by phone, comments on the encounter are reviewed at time of check-in for any collection information.
TOPIC	RESPONSE

Excellence in Customer Service

Our goal is to provide excellent customer service to every patient every day.
.....
"YOU NEVER HAVE A SECOND CHANCE TO MAKE A FIRST IMPRESSION!"

Our hospitals contract with Professional Research Consultants, Inc. (PRC) to measure patient satisfaction. PRC contacts, by telephone, a percentage of inpatients, outpatients and ED patients and asks them to rate aspects of their care as excellent, very good, good, fair or poor. PRC surveys hundreds of hospitals and this allows us to benchmark FMC and VVMC against hospitals across the country.



Continuing Education

Maintaining Focus on Customer Service Expectations

- Department Staff Meetings
 - Customer service is a permanent agenda topic for staff meetings
- Cross Training/Observation in all Registration Areas
- Required Annual Review
 - Customer Service Excellence Training Slides
 - Script - "How Do I Respond When?"
 - A.I.D.E.T. Training – Employee Portal



Effective and Consistent Communication

"The single biggest problem in communication is the illusion that it has taken place."
George Bernard Shaw



Patient Communication

Establishing effective methods of communication with the patient through:

1. Staff Observations – Identification of key “pain points” occurring during registration process
 - Missing Orders
 - Duration & Explanations
 - Facility Navigation and “Way Finding”

Patient Communication

2. Action Plan - Initiation of action items to address identified issues

- Missing Order Location - 3-step process developed
- Duration & Explanations – “BACK to BASICS”
 - A.I.D.E.T. guidelines
- Facility Navigation and “Way Finding”

“We ADMIRE you care about providing excellent service.”

Would you like to tell us about your registration experience today?

Please contact: Sharon Bush, Manager of Patient Access Services at (973) 686-4444 or write your comment in the above space and leave it at the Callist's window by the Main Entrance. Thank you!

Registration Passport to Excellence

Need Transportation Service? CALL EXTENSION 9699

- † Level 2 – Cardiology Appr Time: _____
Respiratory Therapy, Neurophysiology
- † Level 2 – Cardiac Rehab Appr Time: _____
- † Level 2 – Entire Care (Speech, Diet, Occupational & Physical Therapy) Appr Time: _____
- † Level 2 – Laboratory Appr Time: _____
- † Level 2 – PAT Testing (Pre-Admission Testing Appointments) Appr Time: _____
- † Level 2 – Syncope Unit, and PRC Procedures Appr Time: _____
- † Level 1 – X-Ray (Radiology) Appr Time: _____
USE ELEVATOR D
- † Level 1 – Surgery Appr Time: _____
USE ELEVATOR C
- † Other Directions: _____

“We ADMIRE you care about providing excellent service!”



Valeo Valley Medical Center
Member Access Healthcare

Staff Communication

PRC goals, current survey results, customer service recognitions, and department updates are communicated to targeted staff by:

1. Department Standards Board
2. Northern Arizona Healthcare Portal
 - Patient Access Services Site
 - Direct Links to Patient Satisfaction tools featuring articles and PRC Cyber Seminars
3. "NewsFlash" - Monthly E-mail Communication

The screenshot shows the NAHLink.com website interface. At the top, it says "15th Annual PRC Excellence in Healthcare Conference - 2014". Below the navigation bar, the "Patient Satisfaction" section is highlighted. The main content area features a "Welcome to Patient Satisfaction" message and a "Shared Quality of Care (PQRS)" chart. The chart displays various performance metrics with green and red bars. A photo of a man in a suit is also visible on the right side of the content area.

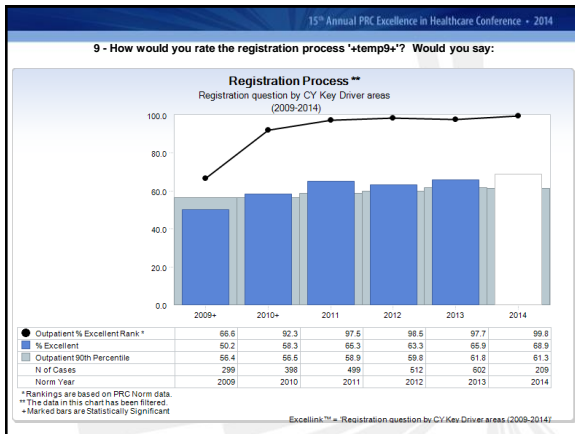
The slide is titled "Team" and features a blue background with a white text box. On the left, there is a photo of birthday balloons and a banner that reads "Happy Birthday for June 6/1 - Tom Brooker, 6/7 - Maggie Enríquez, 6/19 - Chris Morris". The main text box contains several customer service excellence stories:

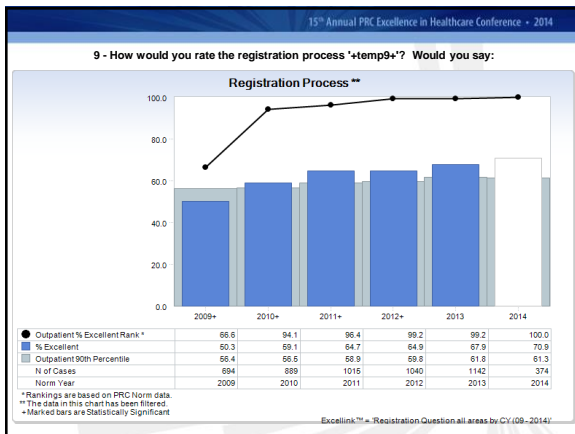
- Customer Service Excellence:**
 - Cathy Beisecker** - "Our patient was extremely anxious and wanted surgery ASAP. I was able to get OR time tomorrow. Cathy never hesitated to help our office and most importantly the patient. I am very appreciative to have colleagues that go the extra mile for our patients. *Stacey Cardova, Office Coordinator II Dr. Faulkner, MD*
 - Vickie Tilemons** - "This is the fourth time coming to VVWC and registering with Vickie in Outpatient Registration. I think she is wonderful, a pleasure to work with and she is quick and efficient!"
 - Brod Rhston** - "Staff here is awesome! Especially Brod in Registration and the imaging tech. I always come here for radiology services and the service has been great along with the staff being extremely helpful, kind and understanding."
- Outstanding Teamwork:** *Nancy McNally, Jain Rice, Detsy Midkiff, Geri Rocha*
- Samantha Carrillo** - "We had multiple ambulances from an auto accident and other ambulances arrive at the same time. I called Samantha in, it was great that she got here so quickly so we could manage all the patients arriving at the same time."
- Exceeding Client Expectations:** *Jill Rhston, Daphnee Teague, Rhonda Straciszew, Jeffie Banker, Deb Reza, Chris Canning, Cathy Beisecker*

Alignment with Ancillary Department PRC Key Drivers

Correlation between customer service excellence during the registration process and alignment with ancillary department PRC Key Drivers

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Engagement of Support Services

Volunteer Services are an integral part of providing excellent customer service during the registration process

1. Valet Parking
2. Initial Greeting
3. Monitor Waiting Area
4. Transportation Assistance and Facility Navigation



Verde Valley Medical Clinic
Northern Arizona Healthcare

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Providers Services Forms News Patient Portal

Verde Valley Medical Clinic combines multiple specialties

The same great care and service, with a new practice name.

More >

Primary Care of Geriatrics The Clinic Providers Primary Care

Welcome

Verde Valley Medical Clinic serves patients from offices in Cottonwood, Sedona, Camp Verde and the Village of Oak Creek. The Clinic, an integrated, multi-specialty physician practice that is a service of Verde Valley Medical Center, also is associated with the Heart & Vascular Center of Northern Arizona, VVMC's cardiovascular practice.

Services

Verde Valley Medical Clinic is a multi-specialty physician practice that offers a variety of services, including primary care, infectious diseases, orthopedics, urology, neurology, gastroenterology and general surgery.

Locations

Please visit the specialty pages for detailed location information.

Primary Care
Infectious Diseases
Orthopedics
Urology
General Surgery
Neurology
Gastroenterology

CLOSING REMARKS



Patients Are Our Purpose at
Northern Arizona Healthcare
Verde Valley Medical Center



Questions & Answers



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