



Transforming culture. Shaping patient experience.

7 customer service habits that boost patient satisfaction

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What we'll cover

- Recognize the speed of a first impression and techniques for early engagement
- Review both verbal and non-verbal means of demonstrating empathy
- Identify the one, most common barrier to feeling and showing empathy
- Examine the importance of the last impression



Patient Experience

The sum of all **interactions**, shaped by an organization's **culture**, that influences patient **perceptions** across the **continuum** of care.

PATIENT EXPERIENCE

People



VISIBLE
EYE CONTACT
SMILE
VERBAL GREETING
APPEARANCE
ASSISTANCE

55% of communication is non-verbal

1st IMPRESSIONS

7 seconds
(face to face)

4 seconds
(by phone)

Processes

Patient or provider-driven?



COMMUNICATION
WAIT TIME
POLICIES
PAPERWORK
REPEATING INFORMATION

Place



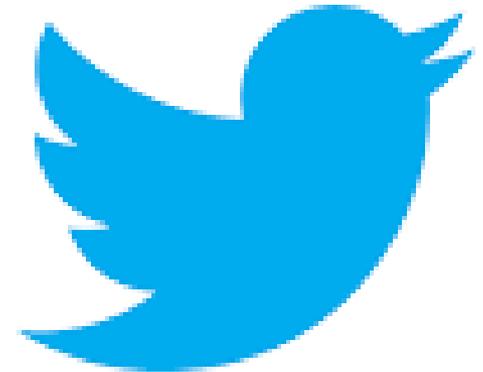
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Why does it matter?

- Cost of losing a patient
- Lifetime value is estimated at \$316,000 for females and \$268,000 for males
- CAHPS





7 Customer Service Habits

1. Engage Early
2. Assume a neutral position
3. Show empathy
4. Communicate like a pro
5. Show respect at all times
6. Do at least one little thing
7. Make a lasting last impression

Engage Early

- Make eye contact
- Smile
- Give a verbal greeting
- Relate in conversation
- Be observant



Assume a neutral position



- Suspend judgement in order to be fully present and ready to listen, learn and serve.



Show empathy



- Verbal
 - That must be difficult
 - I'm sorry you're going through this
- Non-verbal
 - Eye contact & active listening
 - Facial expression
 - Touch

Communicate like a pro



- G.R.E.A.T.
 - Greet & introduce
 - Relate/recap
 - Explain
 - Tell & thank
- Active listening
- Keep informed of wait times



Show respect at all times



- Please & thank you for starters
- Using proper names
- Give undivided attention
- Take ownership for respecting time and privacy

Do at least 1 thing



- What's your power move?

Make a lasting last impression



- Summarize what was done
- Discuss next steps
- Answer questions
- Thank



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