

# Putting the Patient First - Customer Service Excellence for Healthcare Professionals

Delivering customer service excellence in a healthcare setting comes with a unique set of challenges and opportunities. Patients frequently suffer high levels of stress, not only from illness or injury but also from the levels of customer service given. This workshop will equip participants with the skills and techniques required to communicate in ways that will enhance patient satisfaction and the overall patient experience. This one day workshop can be customised to suit the individual needs and objectives of your team and is recommended for anyone in a healthcare setting.

## Workshop Content:

### Who We Are and What We Do

- Who are my customers? (internal/external)
- Understanding the importance of delivering a great patient experience.
- Understanding the difference between customer service in a healthcare setting compared to general service delivery settings
- The importance of measuring up to the mission, vision and values of your medical organisation

### Developing a Customer Service Attitude

- The importance of a positive attitude
- The power of a smile
- How to remain positive when the going gets tough
- How do others see you?
- What is it like to be on the receiving end of me?
- Victor/victim behavior (above the line walk, talk and thinking)



### Understanding Patient Needs and Customer Service Expectations

- What do patients and their whanau expect in the way of great service
- Understanding the importance of loyalty and customer satisfaction
- Understanding the importance of exceeding expectations and consistently delivering great customer service
- Professionalism, building rapport, showing respect, empathy and compassion

### **Effective & Professional Communication**

- Identifying barriers to effective communication and how to overcome them
- The importance of positive non-verbal communication
- Listen actively and effectively
- Using professional, positive, constructive and can do language
- Turning blunt or negative communication into positive, constructive language and phrases

### **Telephone Communication**

- Telephone etiquette including tone of voice, pitch, rate
- Telephone standards, tips and tricks

### **Handling Patient Complaints, Issues or Concerns**

- Being proactive in order to prevent issues, complaints and concerns
- How to manage your emotions and choose how you respond/react
- Use a five step process for dealing with resident and whanau issues, concerns and complaints

### **Wrapping Up**

- Develop an action plan of goals for embedding learning and achieving maximum results

*This workshop is available In-house, on-site at your premises or take advantage of our open/public training options to train and network with other businesses.*

*Find your next local public workshop at [www.biztrainers.co.nz/schedule](http://www.biztrainers.co.nz/schedule) or call us on 0800 366 966 to find out more.*