

Session 1

Customer Service in Healthcare – *“Not Just Another Day at the Park”*

For many years Disney has been a favorite example for exceptional customer service should look like. There is no question - they do it well. But, let's get real for moment; going to the doctor or checking into the hospital for treatment is not a day at the amusement park. In this session, attendees will discuss why a patient is, in fact, a customer, but not like a typical customer in any other business. Every attendee will discover why typical customer service skills don't go far enough to keep patients satisfied and why their satisfaction is so critical in today's changing healthcare environment.



Each attendee will:

- List the qualities that differentiate patients from customers in any other industry.
- Learn the difference between being competent and being caring and explore which has, psychologically, more importance to the patient
- Examine current patient satisfaction statistics and reports and discuss their meaning to your healthcare organization and your job security
- Explore the true financial impact of poor patient satisfaction
- Discuss how much damage one dissatisfied patient can create and how long it can last
- Learn what factors influence a patients experience and how you can control them
- Identify how providing Caring customer service impacts health outcomes