

Session 2  
The Essentials of Customer Service-  
*"Adding P.E.P. to Your Practice"*



It has been said that *Perception is Reality*. Nothing more accurately describes a customer service experience in healthcare. From the moment the receptionist answers the phone and schedules an appointment to the moment the final bill is settled, events take place that shape, in the patient's mind, the experience they will remember forever. Good or bad, real or perceived, it's their reality.

Attendees in this session will:

- Learn the 3 basic elements that impact the perception of customer service and how each staff member can make a difference in ensuring the highest possible patient satisfaction.
- Identify pitfalls and opportunities to provide quality patient C.A.R.E.
- Outline the ideal environment for healing to take place
- Explore ways to enhance the environment without spending a dime.
- Understand how the process and environment become the first impression of the organization, and how to overcome shortcomings
- Learn how people can overcome process and environmental problems that interfere with stellar patient CARE