

# EVERY PATIENT IS UNIQUE (TWINS TOO)

Even if their questions are not

Remember to answer every guest's questions with courtesy and respect. While you answer the same questions ad nauseam, your members are in unfamiliar territory, are vulnerable and need reassurance from a friendly face.

Repeated questions  
**10x per day**  
EQUALS  
**2500x per year**



## Built Trust Using Active Listening

**Assess Signs**  
• Listen for verbal cues  
*(who, what, where, when and why)*

**Be Present**  
• Actively Listen  
• Lead with empathy  
• Minimize distractions  
• Refrain from interrupting

**Convey Understanding**  
• Communicate your goal to understand  
• Summarize

Use These **POWER WORDS**  
"Let me make sure I understand"  
"In my experience..." "I will..." "You are welcome..."  
"It is my pleasure" "I would be happy to do that for you Mrs. Smith"

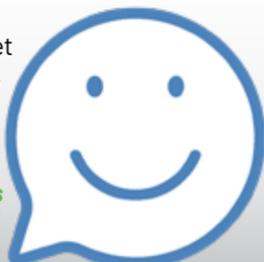
Avoid These **TRIGGER WORDS**  
"I don't know" "No..." "I can't" "Hang on a second"  
"Our policy is..." "No problem" "You'll have to..."  
"We're understaffed..."

Today, Consumers have High Expectations and Expect Fast, Instant and Immediate Customer Service

Service Attention Answers Solutions

Consumers expect service to meet their individual expectations, IF NOT, they have the choice to go elsewhere.

Consider...  
*How are expectations formed?*



# Power of Follow Through

Classify Reaction Types

## Intensity of Expression

- Sometimes members are not happy with services and information you provided, and they express dissatisfaction to us
- Based on intensity of expressions, when we speak to patient we can identify if their response needs fall into one of three types, each requiring different response (blue, orange, red)

## Reactions are Different

- RED**
- Feels angry and frustrated.
  - Believes (s)he is the victim.
  - Reacts emotionally.
- ORANGE**
- Feels annoyed.
  - Believes experience has fallen short of expectations.
  - Expresses irritation.
- BLUE**
- Appears to roll with the situation.
  - Looks for resolution.
  - Does not express emotion

## Why Reactions Differ

Whether an individual has a Blue, Orange, or Red reaction depends on:

- The size of gap between expectations and reality
- Impact of the service failure
- Personal reaction tendencies

## Service Moments

- If the patient is reacting as Blue, they need assurance
  - Be truthful
  - Never blame others
- If the patient is reacting as Orange, they need sense of urgency demonstrated
  - Recognize members' need to fix the issue
  - Provide options
- If the patient is reacting as Red, they need empathy
  - Allow venting
  - Listen actively
  - Plan follow up

EXCEPTIONAL PATIENT EXPERIENCE MADE SIMPLE

# HOW TO EXTEND COURTESY for better PX

## Making Changes Makes a Difference

- It takes focus and work, but improvement is possible
- Even top performers can make noticeable increases in their scores
- Those with the lowest original scores usually show the most improvement
- Improvement can be made even for those originally performing well



# PATIENT EXPERIENCE TOOL KIT

## Four Phases

ACCESS

COMMUNICATION

**COURTESY**

CARE COORDINATION

## A Guild to Courteous and Kind Behavior

### Use the 15/10 Rule

Make eye contact when patient is 15 feet away and greet the patient at 10 feet away

Thank patients for visiting the practice prior to their departure

Try to answer questions in an affirmative way including alternatives if the request cannot be accommodated

### Provide Patients with Instructions

Provide guidance in obtaining additional tests and treatments

Walk them through the logistics to schedule an appointment, where the facility is located, what prior steps are needed, etc.

Ask if any questions or concerns

Avoid jargon

### Staff Should be Trained not to Multitask When with a Patient

Look up from the computer when someone approaches the desk/reception area

Body language should make people feel welcome

## Creating a Welcoming Office

### All Staff

Train all staff to schedule patient appointments  
Cross training allows everyone (e.g., the nurse, physician assistant, medical assistant, etc.) to step in

### Digital

Establish on-line registration service  
Demonstrate how the process works and the service benefits

### Remove Hassles

Review the check-in, check-out, referral and scheduling process for redundancies  
Forms and people asking the same thing is frustrating, so explain any redundancies needed for safety

### Enable

Grant front-line staff the authority to say "Yes"  
Immediate decisions will solve problems and provide good customer service

### Conduct

Develop service standards for staff  
Hold staff accountable for standards for patients and colleagues alike, including physicians