At the close of this session...

Participants will have:

- The knowledge to select and train service-oriented staff
- The tools to track and evaluate service-quality
- The methods to report and communicate their service-quality ratings
So, what does service quality mean to you?

Service-Quality...

Several definitions
- Treating our customers in an appropriate manner
- Meeting the needs of our customers
- Serving others above ourselves
- Treating our customers with dignity and respect
- Performing our jobs with great efficiency and excellence
Service Quality…

- My Simple Perspective:

  Service Quality is the Equivalent of The Golden Rule!

  “Doing to Others as You Would Have Them Do Unto You.”

Let’s Think About This…

How do you want others to treat you?
It all begins with selection.

Service-Oriented Staff

Selection of Service Oriented Staff begins during the interview process
**Selection**

The key questions that you should ask of potential staff include...

- How do you feel about people?
- Are you introverted or extraverted?
- How would you treat a patient in need?
- Describe ways in which you have or would go over and beyond to meet the needs of a patient?

**Selection**

Think about their responses in light of their position.

- Will they serve at the front desk? Or, as an operator?
- Will they serve in nursing? Or, dental?
- Will they work in the billing department? Or, better yet, IT?
Selection

For those working in the front end operations, you want individuals who:
- Love people (Extraverts)
- Love their jobs
- Are passionate
- Hard-working
- And, don’t mind going the “Extra Mile” for patients

Training...

It’s important to train your staff on service quality

*How can they meet service standards if they are not aware of them?*
Training Outline

- Customer Identification
- The Golden Rule ~ The Meaning of Service
- Day-To-Day Expectations
- Service-Quality Goals
- The Tools for Measurement
- Reporting Performance

Customers...

Customers include patients and their families, friends, physicians, other healthcare entities, coworkers, business affiliates, etc.

Anyone we come into contact are our customers!
Customers should be treated according to the “Golden Rule.”

- Train staff to assess the needs of the customers
- Consider whether the person is:
  - Hurting
  - Wounded
  - Sick (Physically or Mentally)
  - Depressed
  - Lonely
  - Hungry
  - Angry
  - Agitated
  - Frustrated
  - Or Just Fine!
Customers...

Then, we should train and empower them to meet these needs!

Practical Expectations

- Stop and greet all patients/visitors
- Say “Good Morning” or “Hello, How May I Help You?”
- Use a pleasant and inviting tone
- Answer calls professionally, appropriately and with a smile (physically & mentally)
- Attempt to address needs promptly and completely
- Attempt to resolve patient concerns/issues yourself
- Be courteous and respectful in all interactions
Service-Quality Goals

What are your service quality goals?

Tell your staff about them!

CCHS Service Quality Goals

- 90% Overall Patient Satisfaction
  - For all areas (front office, nursing, providers, dental and pharmacy!)
- 90% Overall Mystery Shopper Satisfaction
- 90 Minute Average Cycle Time
- 100% Capacity Average
- 100% Average Provider Productivity
- Completion of 20 referrals Day & ≤1 Day Backlog
Tools for Measurement

- Patient Satisfaction Surveys
- Mystery Shopper Program & Reporting
- Daily Activity Reports
- Referral Logs

Reporting

- Patient Satisfaction
  - 10% Sample Size per Health Center
  - Monthly & Quarterly
- Mystery Shopper Program
  - At least 15 surveys per Health Center
  - Monthly & Quarterly
Reporting

- Daily Activity Reports
  - Daily, Monthly & Quarterly
- Referral Logs
  - Monthly & Quarterly

Accountability

- Staff easily understand their performance and how patient’s rate them
- Easily identify problem areas
- Managers are encouraged to improve deficiencies
- Managers also use data to encourage staff
Take Home Point…

Keys to Creating a Service-Oriented Culture include:
- Selecting and Training Appropriate Staff
- Developing Service-Quality Goals & Tracking Them
- Reporting Your Successes & Failures
- Developing Accountability & Continuous Improvement

“Staff Do What You Inspect & Not Necessarily What You Expect”

In Closing…

Remember That Staff, In Many Instances, Follow Your Lead…

The Way You Treat Your Patients/Customers is The Way They Will Treat Them As Well.
Questions?

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