Service Excellence Standards
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I Am the Patient Experience
SERVICE EXCELLENCE FROM THE H.E.A.R.T

- **HOSPITALITY**
- **EMPATHY & ENTHUSIASM**
- **ATTITUDE**
- **RESPECT**
- **TIMELINESS**
HOSPITALITY

- LEARN FROM LEADERS IN INDUSTRY
- LOOK AT PRACTICE FROM A HOSPITALITY FOCUS
- WHAT CAN YOU CHANGE TO ADAPT TO WHAT YOUR PATIENTS EXPECT?
EMPATHY & ENTHUSIASM

- PUT YOURSELF IN THE PATIENT’S SHOES
- SCRIPT IN MESSAGES
- ENTHUSIASM SHOWN IN BODY LANGUAGE, TONE AND FACIAL EXPRESSIONS
- BE JOYFUL – YOU ARE CHANGING LIVES
ATTITUDE

- ATTITUDE IS EVERYTHING
- A THANKFUL ATTITUDE GOES MILES
- YOU CAN’T TEACH A POSITIVE ATTITUDE OR TO TEACH SOMEONE TO SMILE
- THIS IS WHAT WILL BE REMEMBERED ...
RESPECT

- THE PATIENT ALWAYS DESERVES RESPECT
- ASK, LISTEN, RESPOND AND ADAPT
- SHOW RESPECT TO YOUR INTERNAL CUSTOMERS ALSO
- RESPECT IS EARNED
TIMELINESS

- BE ON TIME
- BE TRUTHFUL ON EXPLAINING DELAYS
- OUR PATIENT’S TIME IS AS VALUABLE AS YOURS
- THE EXPECTATION OF VALUE IS RELEVANT TO TIME
10 minutes a day ....
LEARN FROM HOSPITALITY....

- HOW TO BUILD A CUSTOMER SERVICE EXCELLENCE CULTURE IN 10 MINUTES A DAY
- A SOLUTION TO IMPROVE COMMUNICATION
- AN EFFECTIVE WAY TO PARTICIPATE AS A MEDICAL LEADER—KEY TO PARTICIPATE
- PROVIDES A DAILY REINFORCEMENT TO WHY WE ARE DOING WHAT WE SET OUT TO DO
TIPS TO CONDUCT A SUCCESSFUL HUDDLE

• BE CONSISTENT
• KEEP THE TIME UNDER 10 MINUTES
• REVIEW A PATIENT EXPERIENCE STANDARD DAILY
• TALK ABOUT THE “WHY”
• ROTATE LEADERS
• BRING REAL TIME EXAMPLES TO THE HUDDLE
• CELEBRATE WINNING PLAYS – WOW STORIES
• COMMUNICATE DAILY OPERATIONAL TO DO’S
• BUILD RELATIONSHIPS
• START THE DAY OFF TOGETHER
The patient needs an experience, not an explanation.

Frieda Fromm-Reichmann