A VIP Approach to Customer Service: Creating an Exceptional Patient Experience...

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DISCLAIMER

Currently the CEO of Water’s Edge Dermatology.
VIP Customer Service: My Perspective

- Over 30 years of Healthcare Leadership experience.


- Lessons from other industries.
VIP Service in Healthcare..?

- Physician Office Visit
- Emergency Room Visit
- Scheduling ANYWHERE
- Parking ANYWHERE
- Insurance Coverage
VIP Customer Service in Other Industries

The Ritz-Carlton®

Walt Disney World®

Southwest®

Chick-fil-A®

Apple Store®
Example #1: Creating a WOW experience

The best ideas often come directly from your customers or patients...

Example:
(Concept Recommended by Customer)
Example #2: Empower and reward your staff

The best ideas often come directly from your staff...

Example:

THE RITZ-CARLTON®
Example #3: The Golf Cart...
Be innovative... Constantly look for ways to improve service.
Example #4: Recruit and retain great staff (ROR)

MESSAGE FROM THE OWNER

It’s hard to believe we just celebrated two years in the Deerfield Beach community. As we move into our third year, I am making a strategic bet on our people.

We are moving our base pay to $13 an hour by November 5th.

My vision for the restaurant is “A Remarkable Experience Served by Remarkable People.” We have some pretty Remarkable People on staff. My hope is that this move will attract more like-minded individuals so that we can fully execute a Remarkable Experience.

Please pass the word along. If you or someone you know may be interested in joining our team at Chick-fil-A Hillsboro & Powerline, they can apply at:

www.PleaseApplyOnline.com/CFAHillsboro

Opportunities for career advancement are plentiful. I’m committed to supporting my team member’s professional aspirations both in or outside Chick-fil-A.
Example #5: Small touches matter...

Hello! Thank you for choosing Delta and traveling with us. It has been a pleasure to have you on board. Happy travels!

~ Hannah, Flight Attendant
VIP Customer Service

• Look for examples of VIP Customer Service in other businesses.
• Great patient care will build your practice. Great service will accelerate your growth.
• Hire, train, and reward your staff.
  • ROR
  • Get feedback from your staff. Reward great ideas.
  • How do we improve patient satisfaction?
  • How do we reduce wait times?
• Attention to details:
  • Front desk.
  • Waiting room.
  • Parking and building appearance.
• Time.
  • Spend time.
  • Be on time.
  • Track wait time.
• Get feedback from your patients.
  • Patient surveys at time of visit.
  • Healthgrades or other star rating surveys.
“Raving Fan” Concept:

- **Raving Fans**
  - Ken Blanchard
  - Sheldon Bowles
  - More than One Million copies sold

- **If Disney Ran Your Hospital**
  - 9½ Things You Would Do Differently
  - By Fred Lee
  - Cultural Insights From a Hospital Executive Who Became A Disney Cast Member
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