

# Employee Guide to Legendary Patient Experiences

## Why Create LEGENDARY Patient Experiences?

We aim to match our extraordinary reputation for excellence in clinical care with an extraordinary reputation for **legendary patient experiences**.

- **Caring, supportive service is humane.** It shows compassion and creates a healing environment! Patients and families are often anxious when they come to us. They are dependent on us and rely on us to have their best interests at heart.
- **Excellent service improves health outcomes.** When our patients and families feel confident in us and feel we have their best interests at heart, they digest information better and they partner more actively in their health care.
- **People SHOP for health care.** Today, patients and families are more educated. They know they have options. We have to excel in the value we offer them, in order for them to stay with us and refer us to others.
- **People judge us on SERVICE factors.** Clinical factors don't correlate highly with patient loyalty. Communication factors do. More than half of the people who switch from one practice to another do so because of the personal treatment they received from the staff.
- **Bad news has wings.** People are four times as likely to talk about negative experiences as positive ones. This means you have to satisfy four people for every one you disappoint — just to stay EVEN in your reputation! Our challenge: To provide positive experiences consistently!
- **Great service creates a better quality of work life.** Providing impressive service is good for us too! It results in reduced stress, greater harmony with coworkers, increased pride in our work, and more reasons to remain part of the team. Impressive Service is win-win — for patients and families, and for our work environment and relationships.

## Legendary Patient Experiences: House Rules for all Members of the Team

Based on research on what patients and families want, here are expectations of everyone in our practice.

1. **Break the ice and the mystique.** Warmly welcome our patients and their families. Make eye contact. Smile. Put warmth in your voice. Introduce yourself and your role. Find out what people prefer to be called and call them by name often.
2. **Connect and stay connected.** Be present. Focus your full attention on the person you're with. Move to the person's eye level. Tune in completely. Maintain eye contact. Make the person your sole – and soul – focus.
3. **Inform and explain.** Information is power – share it. Tell patients and families exactly what they can expect and what will happen next. Invite questions and check for understanding.
4. **Make patients and families feel secure during handoffs.** Connect them to the next step in the service process. Prepare them fully. Reduce their anxiety. Build confidence in others on the team.
5. **Anticipate.** You'll often know what people need before they have to ask. Don't wait. Act first. Put patients and their families at ease. Offer comforts and options.
6. **Respond quickly.** When patients and families are worried and waiting, every minute seems like an hour. Keep appointments. Return calls. Apologize for delays.
7. **Ensure privacy, confidentiality, and respect.** Watch what you say and where you say it. Protect rights and dignity. Ask permission. Give choices. Knock before entering a room. Ask customers what they think, feel, and want.
8. **Help your coworkers.** Just because it's not your job, it doesn't mean you can't help or find someone who can. Pitch in. Communicate directly with one another. Say thanks. Together, we can create a supportive work culture.
9. **Take care on the phone.** Our reputation is on the line. Sound pleasant. Listen with understanding. Help.
10. **Professional image.** We're part of a long, proud medical tradition. We have a public face and a public importance. Look the part.

## Join in to Create GREAT Patient Experiences in Your Specific Job

Your supervisor or a colleague will review best-practice approaches developed for your position in order to wow our patients and other customers. Our expectation: That you will practice these approaches until they are second nature. If you have concerns about them, talk with your supervisor and you can do some fine-tuning so that you can be consistently effective.

Quality improvement in service practices is just like quality improvement in clinical practices. We are always trying to become more effective and create greater satisfaction among our many customers.

Thank you for joining our team and joining our pursuit of **legendary patient experiences**.