

# Managing Moments of Truth™

## **MISSION:**

Continuously Improve Patient Perception and Satisfaction

## **YOU WILL LEARN HOW TO:**

- ▶ Master the critical concepts of managing your patients' "Moments of Truth" in order to earn their lifetime loyalty and help you see yourself the way your client see you.
- ▶ Educate your people to understand the critical importance of your patient.
- ▶ Discover your patients' "Service Cycle" and a ten-step method to meet and exceed expectations.
- ▶ Gain a continuous long-term competitive advantage by challenging all your service personnel to constantly innovate.
- ▶ Consistently and persistently measure your patients' perceptions and respond quickly, driving continuous improvement.
- ▶ Utilize six optional methods to systematically and accurately measure your patients' perceptions.
- ▶ Utilize patient feedback as a tool to continuously improve levels of satisfaction.
- ▶ Apply the techniques to achieve extraordinary client service and empower everyone to the common goal of "legendary" patient satisfaction.

## **SEMINAR ATTENDEES SAY IT BEST:**

"Concrete ideas, instantly usable." – *Dr Weatherford Clayton*

"Great communication skills. That is what it takes! The content of this program is enlightening." – *Neda Lawrence, Administration*

"Effective real life examples to get the point across." – *Casey Barbiera, Nursing Administration*

