

the Outpatient Center

Service Excellence Process™

MISSION:

Create a long-term sustainable advantage to become the Employer and Provider of Choice

DELIVERABLES:

- ▶ 4 Quarterly on-site customized training days
- ▶ Development and training of 4-6 “Service Excellence Coaches”
- ▶ Bellwether™ Patient/Customer Satisfaction Feedback Tool
- ▶ Implementation of high-priority correlated best practices
- ▶ Comprehensive implementation process that engages every employee, all year round
- ▶ 2 HealthCare Service Excellence Conference Registrations

YOU WILL LEARN HOW TO:

- ▶ Implement prioritized, proven best practices that will gain you a long-term sustainable, competitive advantage
- ▶ Deliver consistent high-quality excellent service
- ▶ Engage management, staff and physicians in consistently improving the patient experience
- ▶ Utilize the Bellwether™ Patient/Customer Satisfaction Feedback Tool to obtain immediate data to drive rapid-cycle improvement
- ▶ Create an empowering “nurse magnet” like culture that actively engaged staff will never want to leave
- ▶ Create high-impact performance improvement teamwork
- ▶ Overcome resistance to change and gain an enthusiastic buy-in from management and frontline
- ▶ Improve employee morale as a necessary first step to providing world-class patient satisfaction

EMPOWERED LEADERS SAY IT BEST:

“I would highly recommend to any group interested in developing a competitive advantage through world-class customer satisfaction and retaining a committed staff by creating a culture that no one wants to leave.”

– Jo-Anne Pinel RN, CPN, Palmetto Surgery Center

“Excellent content – wonderful, practical examples, skills and strategies.”

– Karen Stuber, Nurse Manager, Carolina Surgery Center



Multi-Site



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	Action	Responsible	Focus
Getting Started	Month 1	Program Leadership Orientation™ <ul style="list-style-type: none"> • Program Director • 2 hour teleconference 	<ul style="list-style-type: none"> • Training the designated staff liaison on how to schedule and coordinate the Service Excellence Initiative™
On-Site Training #1	Month 2	Service Excellence Workshop™ 1 <ul style="list-style-type: none"> • Managers, staff and physicians (as appropriate) • 2 hours x 2 repeat sessions 	<ul style="list-style-type: none"> • Gain a buy-in from everyone and deliver customized education module #1, including a post-training implementation plan • Launch of the Bellwether™ Patient/ Customer Satisfaction Feedback Tool
		Service Excellence Coaches' Orientation™ <ul style="list-style-type: none"> • Service Excellence Coaches (1 coach per 6 staff) • 1 hour 	<ul style="list-style-type: none"> • Orient Service Excellence Coaches on their leadership roles and responsibilities
		Physician Leadership Briefing™ <ul style="list-style-type: none"> • Physician Leadership • 2 hours 	<ul style="list-style-type: none"> • Brief Physician leaders about the Service Excellence Initiative™ and their role in how to positively impact patient satisfaction and employee morale
		Service Empowerment Leadership Workshop™ <ul style="list-style-type: none"> • Owners, Managers and Physicians (as appropriate) • 2 hours 	<ul style="list-style-type: none"> • Education Component: Genius of People Empowerment
On-Site Training #2	Month 4	Service Excellence Workshop™ 2 <ul style="list-style-type: none"> • Managers, staff and physicians (as appropriate) • 2 hours x 2 repeat sessions 	<ul style="list-style-type: none"> • Deliver customized Service Excellence educational module #2, including a post-training implementation plan
On-Site Training #3	Month 6	Service Excellence Workshop™ 3 <ul style="list-style-type: none"> • Managers, staff and physicians (as appropriate) • 2 hours x 2 duplicate sessions 	<ul style="list-style-type: none"> • Establish Service Improvement Teams led by the Service Excellence Coaches. The team's purpose is to customize and hardwire organization-wide priority best practices
On-Site Training #4	Month 9	Service Excellence Workshop™ 4 <ul style="list-style-type: none"> • Managers, staff and physicians (as appropriate) • 2 hours x 2 duplicate sessions 	<ul style="list-style-type: none"> • Service Improvement Teams focus on data received from the Bellwether™ Patient/ Customer Satisfaction Feedback Tool resulting in service improvement projects to enhance the patient experience
Celebration/ Recognition	Month 12	Service Summit™ <ul style="list-style-type: none"> • Managers, staff and physicians (as appropriate) • Led by the Service Excellence Coaches • 1 hour 	<ul style="list-style-type: none"> • Recognize Service Improvement Teams for successfully eliminating external and internal patient/customer dissatisfiers
Bonus	October	HealthCare Service Excellence Conference™ <ul style="list-style-type: none"> • Two Selected leaders 	<ul style="list-style-type: none"> • Educational/Inspirational 3 day conference focused on sharing leading edge employee and patient satisfaction outcomes