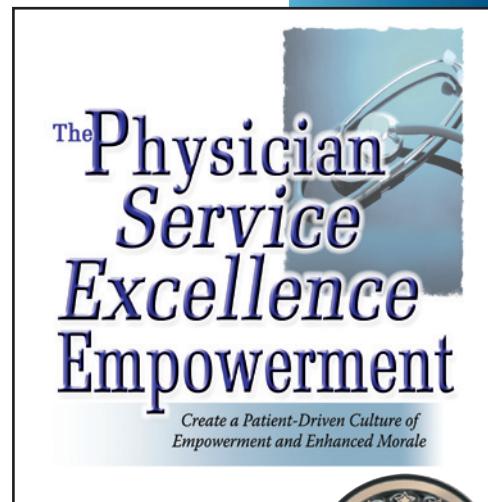


The Physician Service Excellence Empowerment Seminar™



MISSION:

How to Create a Patient-Driven Culture Through Empowerment and Enhanced Morale

YOU WILL LEARN HOW TO:

- ▶ Create a model medical practice with a reputation for world-class customer satisfaction.
- ▶ Empower and motivate staff to go the extra mile for patient care.
- ▶ Implement strategies to reduce or eliminate the top six patient dissatisfying actions.
- ▶ Benefit from our hospital's three-year Service Excellence Initiative™ and how it can enhance your medical practice.
- ▶ Achieve a greater balance between a demanding professional career and personal life.
- ▶ Create better teamwork with hospital staff who care for your patients.
- ▶ Implement everything you'll learn with a take-home, ready to use Tool Kit.

SEMINAR ATTENDEES SAY IT BEST:

“Excellent concepts provided in a concise, direct, easy-to-use format. This seminar really hit home! I can't imagine any physician's office not benefiting from it.”

- Dr. Lawrence Wickham, NICU

“Concrete ideas, instantly usable.”

- Dr. Weatherford Clayton, ObGyn

“Focused & creative, immediately applicable to a forward thinking clinical practice. Excellent 'calls to action' at end of seminar.”

- Dr. Stephen Jennings, Family Medicine