

It takes two.....



TWO TOUCHES, THAT IS.



*The Professional
Touch*



*The Personal
Touch*

The Professional Touch (*you got this*)



- Your team members.....

- ✦ Identify your patients
- ✦ Register your patients
- ✦ Get appropriate forms signed
- ✦ Collect financial obligations due
- ✦ Perform at least 1001 others tasks



In one form or fashion your team members are trained to perform these functions. They learn the skills needed to perform the “professional touch!”

Can you Train the “Personal Touch”?



- How do you “train” someone to smile when they greet a patient?
- How do you “train” someone to show care and compassion to each and every patient (and family member) they encounter each work day?
- How do you “train” someone to anticipate the needs of your patient?
- How do you “train” someone to be nice?



No One Wants to Feel Like a *Number*.



Patients will reflect on the following questions when determining their patient experience (*the personal touch*):

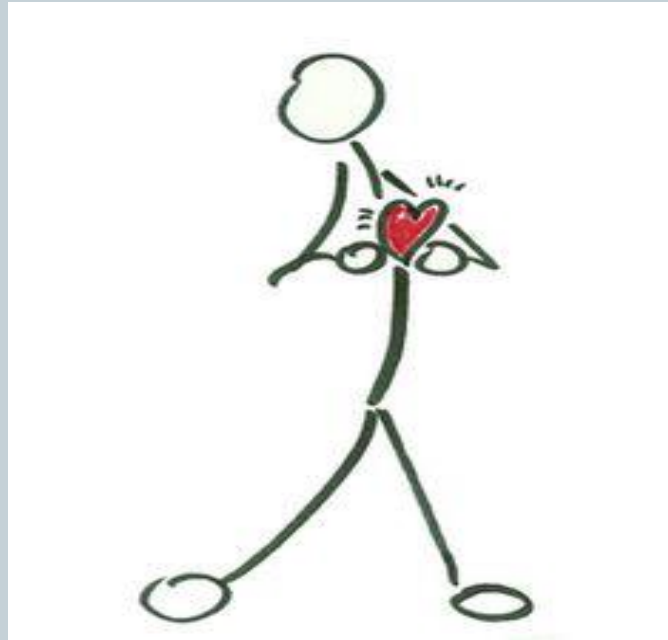
- “Do you know who I am”?
- “Are you *genuinely* happy to see me”?
- “Do you appreciate what I am going through”?
- “Are you constantly trying to find a way to make this as easy as possible for me”?



So....where do we *start*?



- We hire for heart! (the personal touch), and train for the professional touch.



Consider Two Interviews. Two Touches. Two Interviews.



- The “professional” interview (or skills interview) and the “personal” interview (or attitude interview)
- Candidate must pass the “personal” interview in order to move on to the “professional” interview
- Wouldn't you agree that it's worth the extra time and extra effort of two interviews if you land the candidate that will consistently deliver both the “professional” and “personal” touch to your patients?

Examples of Questions for the “Personal” Interview



- What does great customer service look or feel like to you?
- When you come to work each day, what is the one part of your job that gives you the greatest satisfaction?
- Tell me about a situation where you found a better way of doing a specific task to improve customer service?
- Tell me about a recent situation with a customer that really tested your patience.

The “Personal” Interview Continued



- Ask the candidate....
 - To describe the type of service that he/she would want to be provided, in a hospital setting, to his child, spouse, parent. Ask them to be specific.
 - How long he/she would wait in the Emergency Room for service to be delivered before getting up and asking why it is taking so long
 - What is the single best thing we can do to show care and compassion to our patients in the hospital

Something to take note of....



- If you're willing to "hire" for the "personal" touch then you should be just as willing to....well....



If your team member isn't delivering the service your patients deserve how long are you going to let them keep doing it? Hold yourself accountable to consistently have the right fit for the right job.

How do you Keep the Momentum Going?



Patient Stories

(both powerful and impactful)

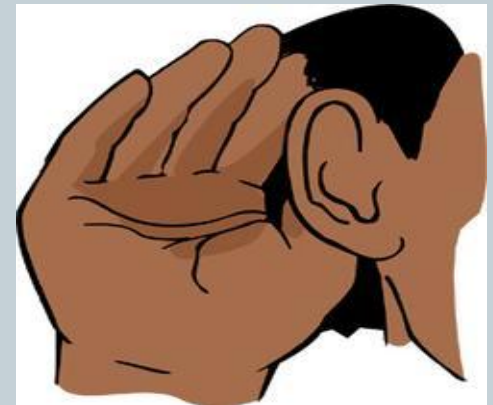
- Share a patient story at every team meeting
- Invite a team member to share his/her favorite patient story and share with the team through email (make it a regular habit to do so)



Who Knows Your Patient Best??



- THE PATIENT, of course
- When ROUNDING, ask what would have made the patient's experience a better one
- Ask your team members that have been patients what would have made their experience a better one
- Solicit the same information from your friends, neighbors, family
- And then.....***act on it***.....



Some Ideas.....



- We Care Cart
- Anniversary Club
- Laps of Love
- Accountability Card“Your team member’s John Hancock”
- Concierge List of Care and Comfort Items that are Available While Waiting
 - ✦ *Oriental Trading and the Dollar Store are your Friend*

Something Easy and Simple.....



- Ban, “No Problem.”
- Replace with, “It’s my Pleasure!”

Last, but most certainly not least.....
remember this.....



Good, better, best.
Never let it rest. Until
the good is better and
the better is best.

Thank You. It's been my Pleasure!

