CUSTOMER SERVICE & PATIENT EXPERIENCE
AGENDA

✓ Samaritan’ Mission & Vision: Our Calling
✓ PRIDE: Providing World-Class Care & Service
✓ Human Factors: Bad Hair Days?
✓ GREAT Customer Service at SHS: Inside and Out
✓ Computer Based Learning Modules
About Samaritan...

- 6,000+ employees
- 5 hospitals
- 100+ clinics
- 300,000 people
Samaritan’s Mission and Vision

Our Mission
Guided by our principles and values reflected in “Our Calling”, our mission is to enhance community and individual health and achieve high value through quality services.

Our Vision

- Create a world-class health network
- Be the first choice of consumers in our region
- Build healthier communities together
Believing there is an authority greater than any individual or institution, we affirm God's love and mercy through a commitment to care for persons and provide for their health needs to the best of our ability.

We believe that God has called us to respect the rights and dignity of each individual and to treat persons with fairness and mercy. Our conduct of business and care at all levels of the organization will be honest and fair; free from personal profit or favoritism. We will care for persons based on their need regardless of age, race, creed, sex, diagnosis, or ability to pay.

Recognizing God's mercy, we will respect quality of life as well as existence of life, and remember that individuals have a right to die with dignity as well as live with dignity.

We believe that God made us stewards of all creation, and expects us to exercise that stewardship in all our caring activities. We are committed to supporting the well-being of every person, including their spiritual and social needs as well as their physical and emotional needs. This holistic approach includes preventive health care and health maintenance as well as the treatment and healing of illness.

Our stewardship to patients and families includes providing the best possible trained staff and employees committed to sharing their love and concern as well as their skills, and providing the best technology and resources for the patients' comfort, diagnosis and treatment in the healing process.

Our stewardship to employees, volunteers and staff includes encouraging their continued training and recognizing them for their unique contributions to the care of the sick. Each member of the health care team is special in our mission.

Our stewardship to the community includes our commitment to use our resources to help meet the needs of those in the community. We will use the unique skills, intelligence and understanding of each employee to improve the health needs of the community. We will cooperate with other agencies and all those who seek the betterment of the community. In all of our activities, we will listen to the people and respond to their needs.
We are ALL the patient experience...

Samaritan Health Services

Building healthier communities together

We have a values guided, community-based mission – to help build healthy communities together!
Your Job Description = Customer Service

Maintain and promote **excellence in service**

**Open & honest relationships** with co-workers, patients, visitors, medical staff

**Courteous, pleasant and respectful** manner

**Respect for** the capabilities and **cultural differences** of others

**Effective communication** and **conflict resolution skills**

**Assume personal responsibility in addressing problems** and concerns expressed by staff, public or patients

Utilize constructive feedback to **improve your performance or behavior**
Who are the Customers?

- Patients – ALWAYS
- Family members
- Business customers
- Co-workers
- Community
- Your manager
- Your staff
- Everyone else...

*dictionary.com definition of customers: “people one has to deal with”*
Commit to working with PRIDE – Always!

**Passion**
“We truly believe in our purpose and our calling to serve our patients, co-workers and community with the best we have to give, every day”

**Respect**
“We believe that all people deserve for us to treat them with dignity and courtesy”

**Integrity**
“We believe in doing the right thing for our patients, customers and our organization, even when nobody is looking”

**Dedication**
“We believe that we all have the authority and responsibility to do whatever possible to put the patient first – ALWAYS. It’s always our job to care”

**Excellence**
“We want to be the best healthcare organization in the nation (world class), and we go above and beyond to prove it!”
Bad Hair Day?

But what if you’re having a bad day...

a bad hair day...

or maybe you’re just not feeling “it” today?
A Customer Service Reality Check...

Your every interaction, every conversation, every phone call, every word with patients, customers, co-workers and the community reflects on ALL of us.

YOU are Samaritan Health Services.
YOU are the patient experience.
Too Much Customer Service...?

DILBERT

WELCOME TO THE METROGARDEN HOTEL! HOW MAY I MAKE YOUR STAY INCREDIBLE?

I WOULD BE DELIGHTED TO IRON YOUR SOCKS, EXAMINE YOU FOR SUSPICIOUS MOLES OR TAKE A SECOND JOB AND GIVE YOU MY PAY.

I THINK THEY OVER-TRAINED YOU.

I'M SHAVED AND PREP-PED TO DONATE A KIDNEY.
GREAT Customer Service Inside and Out
“The single biggest problem in communication is the illusion that it has taken place.”

- George Bernard Shaw
INWARD-LOOKING...

- **CS-3**: Workplace Communication & Conflict Resolution Skills
- **CS-4**: Success Programming & Career Planning with Samaritan
- **TeamSTEPPS** Classes
- Tailored **Intact Workgroup** Sessions (e.g. Clinics, Units, Corporate...)

Samaritan Health Services
Building healthier communities together
# Tuckman’s Four Stages of Team Development

<table>
<thead>
<tr>
<th>Stage</th>
<th>Activities</th>
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<tbody>
<tr>
<td><strong>Forming</strong></td>
<td>Clear objectives for the team and individual team members are established</td>
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<td>Team members’ roles and responsibilities are clarified</td>
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<td><strong>Storming</strong></td>
<td>Establish <strong>processes and structures</strong></td>
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<td><strong>Build trust and good relationships</strong> between team members</td>
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<td></td>
<td><strong>Resolve conflicts swiftly</strong> if they occur – provide team members with assertiveness and conflict resolution skills</td>
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<td><strong>Provide support</strong> – especially to team members who are less secure</td>
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<td><strong>Remain positive</strong> and firm in the face of challenges to the team's goal</td>
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<td><strong>Use psychometric indicators such as DiSC to help people learn about different work styles and strengths</strong></td>
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<tr>
<td><strong>Norming</strong></td>
<td>Team members take responsibility for progress towards the goal</td>
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<td>Teammates start to resolve their differences and appreciate colleagues’ strengths</td>
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<td>Co-workers ask one another for help and provide effective feedback</td>
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<tr>
<td><strong>Performing</strong></td>
<td>Structures and processes are embedded</td>
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<tr>
<td></td>
<td>Tasks and projects are delegated</td>
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<td>Team works together without friction</td>
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Effective Listening Skills

LISTEN! It’s all about THEM...

- Listening is about THEM, not about you
- Focus on what is being said
- Listen more than you speak
- Be alert for their non-verbal signals (facial expression, body posture)
- Clarify and ask questions to help you understand what is being said
- Paraphrase back what you heard and what you think it means
- Seek to understand the message from the sender’s perspective
- PRACTICE!
Resolving Conflict Swiftly

TeamSTEPPS Tools...

Informational Conflict
(We have different information!)

Interpersonal Conflict
(Hostile and harassing behavior)

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<tr>
<th>SBAR</th>
<th>CUS</th>
<th>DESC</th>
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</thead>
<tbody>
<tr>
<td>Situation</td>
<td>I am Concerned</td>
<td>Describe</td>
</tr>
<tr>
<td>Background</td>
<td>I am Uncomfortable</td>
<td>Express</td>
</tr>
<tr>
<td>Assessment</td>
<td>Can I Suggest...?</td>
<td>Suggest</td>
</tr>
<tr>
<td>Recommendation</td>
<td></td>
<td>Consequences</td>
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OUTWARD-FACING...

- CS-1: Delivering a World-Class Patient / Customer Experience Always
- CS-2 Resolving Difficult Patient / Customer Situations
Why Should PATIENT EXPERIENCE Matter to YOU?

- *Patients and customers are the ONLY reason we’re here!*
- Unhappy patients/customers = low patient experience marks = patients go elsewhere = lost revenue = lost jobs!
- A happy patient/customer will share with 1 or 2 others
- An unhappy patient/customer will share with 20 or more
- *We’re in this together - we ALL impact the PATIENT EXPERIENCE!*
Why Patient Experience?

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

- Maya Angelou, poet
Consistent Communication

AIDET

A Patient Experience Communication Tool that works...

A - Acknowledge

Make eye contact, smile, acknowledge everyone in the room

I - Introduce

Introduce yourself, your role, your background or expertise

D - Duration

Let them know how long it will take

E - Explanation

Explain what you will be doing, why you’re doing it, how it will help them

T - Thank You

Thank them for their time and cooperation, answer any questions, etc.

Questions...
The Right Words at the Right Time
Permission Phrases

1. SET THE STAGE FOR SUCCESS
   Location and environment; sincere body language and tone;
   eye contact; be polite and professional; focus on them;
   LISTEN, LISTEN, LISTEN...

2. SEND THE RIGHT SIGNALS
   I care -- I understand -- You can trust me to help you with this – let them know you are on their side; apologize; don’t blame anyone else; empathize

3. USE THE RIGHT WORDS
   “I’m sorry…” “I can understand…” “Can I... for you” “would you be willing to…” “would it be okay…”

4. THEN FIX IT!
   Take responsibility, even if it’s not your fault; offer options; FIX IT, then follow up
Computer Based Learning

- Cultural Awareness
- Customer Service
- Communication Skills
- Harassment & Discrimination
- Workforce Ethics & Conduct
- Workplace Safety, Violence Prevention & De-escalation
Your Questions?