

The Patient Experience

- Every customer experience is personal and unique
 - Each customer should be treated that way

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The bullet points below include some suggested talking points to help your discussion.



- Every customer experience is personal and unique and should be treated that way.
 - This may be your 15th or 20th patient today but to the patient it is his/her ONLY experience. Therefore, each patient experience should be handled as if it is the only experience the staff will be involved in today.

Why Customer Impressions Matter

- An event (interpretation) + emotions (memory) = the patient's reality
- Example: The registration process
 - To the employee,
 - a business transaction
 - To the customer,
 - a personal experience

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The bullet points below include some suggested talking points to help your discussion.



- Patients are influenced by the feelings and emotions of a particular event in addition to the actual event.
- Patients want to be the center of your universe when they are here.
- Patients don't want to be caught up in a process without some type of explanation about what to expect during the process.
- Here is an example. Let's take a look at the registration process 
 - To the employee, registration is about the process, the steps, and the actions that need to be completed. Employees can appear busy and distracted.
 - From the patient's perspective, what happens in registration is personal. They may be emotional. In addition, patients are sensitive because they often feel that they have lost control. Healthcare transactions are one of the few transactions a customer will have where they lose control.
 - A patient may need more than to just be registered. Employees need to listen to their customers message, identify other needs and address that need, before you continue with the process 
- When patients understand you, they are more likely to do what you want—and need—they to do.

Exercise 2: Understanding Our Customers

- Serving our internal customers (inside an organization)
 - Who are they?
 - What service do we provide to them?
 - What are their needs?
 - How do we meet their needs?
 - What impact can we have on customer service outcomes if we don't meet their needs?

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Exercise 2: Understanding our customers *See page 17 in the Participant Workbook*

- Let's spend some time now talking about who our customers are. Certainly we have our patients, but we provide services to many other customers. Let's break our customers into two groups: internal and external.
 - Internal customers are inside an organization.
 - External customers are outside the organization.
- **Exercise instructions:** Please turn to Exercise 2a in your Participant Workbook. 
 - This is a group exercise 
 - We'll focus on internal customers first.
 - Take 3 minutes to answer the questions.
- **Group debrief:** (Ask for responses and write them on the flipchart.) *3 minutes*
- **Example response if needed to stimulate debrief:**
 - Who are they? *Doctors, nurses, administrators, co-workers, service areas, patient accounts*
 - What service do we provide to them? *Registering patients, scheduling*
 - What are their needs? *Timely information, answers, professional communication*
 - How do we meet their needs? *Patients need to be entered into the system as quickly as possible, with no mistakes.*
 - What impact can we have on customer service outcomes if we don't meet their needs? *If frontline staff don't key in the right order, the patient may get the wrong test.*

Exercise 2: Understanding Our Customers

- Serving our external customers (outside an organization)
 - Who are they?
 - What service do we provide to them?
 - What are their needs?
 - How do we meet their needs?
 - What impact can we have on customer service outcomes if we don't meet their needs?

Exercise 2: Understanding our customers See page 18 in the Participant Workbook

- **Exercise instructions:** Lets focus on our external customers (patients.)
 - This is a a group exercise 
 - Take 3 minutes to answer the questions.
- **Group debrief:** (Ask for responses and write them on the flipchart.) 3 minutes
- **Example response if needed to stimulate debrief:**
 - Who are they? *Patients, families, the community, employers, payers, government*
 - What service do we provide to them? *Healthcare, access to information, we are their gatekeeper*
 - What are their needs? *Timely, high-quality care*
 - How do we meet their needs? *Information, reassurance*
 - What impact can we have on customer service outcomes if we don't meet their needs? *Satisfied customers are repeat customers, source of referrals.*
