



**KIDS**

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# KIDS Overview

Kindness

Integrity

Dignity

Service

# kind·ness

*/ˈkɪn(d)nɪs/* 

*noun*

the quality of being friendly, generous, and considerate.

*synonyms:* [kindliness](#), kindness, warmheartedness, [affection](#), warmth, gentleness, [concern](#), [care](#); [More](#)

- a kind act.

plural noun: **kindnesses**

"it is a kindness I shall never forget"

*synonyms:* [kindliness](#), kindness, warmheartedness, [affection](#), warmth, gentleness, [concern](#), [care](#); [More](#)

# in·teg·ri·ty

/inˈtegrɪti/ 

*noun*

1. the quality of being honest and having strong moral principles; moral uprightness.  
"he is known to be a man of integrity"  
*synonyms:* [honesty](#), [probity](#), [rectitude](#), [honor](#), [good character](#), [principle\(s\)](#), [ethics](#), [morals](#), [righteousness](#), [morality](#), [virtue](#), [decency](#), [fairness](#), [scrupulousness](#), [sincerity](#), [truthfulness](#), [trustworthiness](#) [More](#)
2. the state of being whole and undivided.  
"upholding territorial integrity and national sovereignty"  
*synonyms:* [unity](#), [unification](#), [coherence](#), [cohesion](#), [togetherness](#), [solidarity](#) [More](#)

# dig·ni·ty

/ˈdɪɡnɪti/ 

*noun*

the state or quality of being worthy of honor or respect.

"a man of dignity and unbending principle"

- a composed or serious manner or style.

"he bowed with great dignity"

*synonyms:* stateliness, nobility, majesty, regality, courtliness, augustness, loftiness, lordliness, grandeur; [More](#)

- a sense of pride in oneself; self-respect.

"it was beneath his dignity to shout"

*synonyms:* self-respect, pride, self-esteem, self-worth [More](#)

# serv·ice

/ˈsɜrvɪs/ 

*noun*

1. the action of helping or doing work for someone.  
"millions are involved in voluntary service"  
*synonyms:* favor, kindness, good turn, helping hand; [More](#)

# Golden Rules

- The Patient is the most important person in our profession
- The Patient's needs are the purpose of our work...not an interruption
- The Patient is an individual...not just a name, face or number
- The Patient is a real person with feelings and emotions like our own
- The Patient is not someone with whom to argue or match wits
- The Patient is the lifeblood of our profession
- The Patient is the person who buys our service...and provides our income
- The Patient is not dependent on us...we are dependent on them
- The Patient does us a favor when they call
- The Patient deserves our courteous attention

# Examples of Great Customer Service



- What Makes A Company Great?
  - Why buy from them again?
  - Why go back there?
  - How do they make you feel?
- Activity- Good vs Awful



"We knew we had to change the mindset of our existing employee base as well as the hiring profile going forward," said Dennis Knowles, the Lowe's executive responsible for store operations. "We knew that there was a payoff for that."



In a poll for Insure.com, 70% of customers said they would recommend State Farm to a friend, saying agents were easy to reach, and friendly and helpful by phone.



So many packages arrive on time, however, that customers have increasingly been opting out of the company's more-expensive express shipments, drastically cutting into FedEx's operating income in that sector.

"Everyone at FedEx is committed to placing customer needs at the center of everything we do," the company said in a statement.



'Customer experience' isn't seen as a separate unit or department, says the company. It is the rubric under which all other decisions are made, and have been since the company's first deliveries by foot and bicycle in Seattle in 1907.

"In other companies, these groups are typically under separate senior management," said Larry Darrow, the president of UPS global business services. At UPS, all proposals funnel up to what it calls 'customer experience,' and if an idea is bad for customers, it can be killed point-blank.



Let's say you own a hotel and, on summer afternoons, it gets very hot on the western side of the building. Air conditioning doesn't yet exist. Do you charge less for those rooms? Hang medieval-weight fabric over the windows?

# Dealing with Patient Complaints

When's the last time you complained?

Why?

Key Component of Complaint?

# Setting Expectations

Of the Patient  
Of Mom  
Of the Practice

# Things to Remember



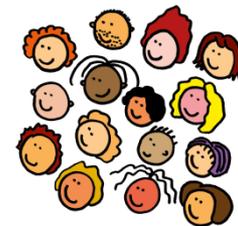
- Mom and Dad are worried about their child
- They could have been up all night
- They may not have resources to afford the visit
- They may not have insurance
- They may have been in the ER all night
- The child may be hungry
- They may be in hurry to pick up other child
- Mom or Dad may be at their mental limit

## Got a Coke?

# Why do people complain?

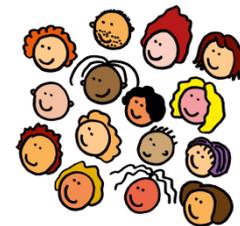
## Mom did not receive:

- Sufficient or correct information
- Safe health care
- Respect
- Expected outcome
- Quality communication
- Timely care



# What does Mom want?

- Apology
- Taken seriously- Formal/Informal
- Assurance it won't happen again
- Change in practice
- Information
- Better care



# Possible outcomes from Mom

- Information & apology provided
- Policy/protocol change
- Staff or consumer education
- New service to be provided
- Monitor trend and/or conduct clinical audit
- Reference to Quality or other Committee
- Systems review

# Complaints are integral to a quality service

## Complaints are inevitable

- Helps practice to learn from mistakes
- Identifies gaps in current processes
- Provides a mechanism for Mom's input into quality improvement
- Provides trend data that is useful for quality improvement
- Recognizes right of Mom and Dad to complain
- Restores trust

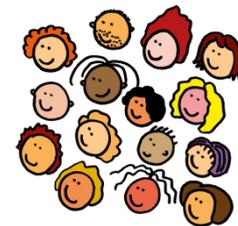
# How can it be done?



- Expression of regret or apology (does not create liability)
- Known clinical facts (without opinion or speculation)
- Seeking Mom's questions/concerns
- Discussion of ongoing Care
- Informing of side effects to look out for
- Informing what happens next (investigation of the adverse event and feedback)
- Contact details in case of further concerns or questions

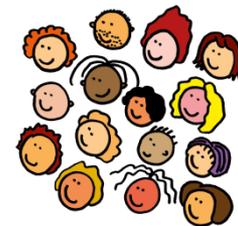
# Key considerations in complaint handling and response

- All staff participates in complaint handling
- Address frontline complaints as soon as possible
- Treat all parties with consideration & respect
- Address each issue
- Give feedback to all parties
- Learn from new insights



## Do:

1. Give your name
2. Be sympathetic
3. Listen & take Mom seriously
4. Let Mom have her say
5. Get Mom's details- name, address, phone number, etc.
6. Get the full facts & make notes
7. Tell Mom what will happen next & the stages of the procedure
8. Stay calm even if Mom gets angry
9. Act quickly once Mom has left
10. Document



# Don't:

- Consider the complaint a personal criticism
- Tell them to complain in writing or to come back later
- Argue with Mom
- Accept abuse from Mom or Dad
- Get angry or get into a blame conversation
- Deter people from making a complaint
- Use jargon when writing back to the person

# How do we Communicate?

# We Communicate in Three Ways

1. Words we use
2. Tone of voice in which we deliver message
3. Body language with which we accompany them



# Enhancing Listening Skills

1. Make and use eye contact
2. Do not Interrupt
3. Make a mental record
4. Listen to understand
5. Ask purposeful/ clarifying questions

# Steps in Handling Complaints



1. Suitable area
2. Listen and empathize
3. Do not interrupt or argue
4. Ask for facts/ encourage elaboration
5. Sad but glad statement
6. Apologize
7. Be Courteous
8. Thank Mom/Dad
9. Take immediate action
10. Learn from situation

# Difficult situations



1. Remain polite and respectful.
2. Focus on the issue at hand, rather than the personalities.
3. Take time to understand what the problem is – there may be an easy solution.
4. Be prepared to listen, without getting caught up in emotions – the person wants to be heard
5. Be patient.
6. Provide information or an expression of regret as appropriate.
7. Ask another staff member for help if necessary.

Imagine the office with no  
phone calls....

# Telephone Etiquette

- Telephones are 80% of interaction with practice

# Answering Calls

- Answer Promptly (Third Ring if Possible)
- Stop everything else before you answer the phone- be focused
- Speak clearly and distinctly in a pleasant tone of voice
- Before transferring, tell the caller what you are doing
- Remember that you are the first impression of the practice
- If the caller selected the wrong option, be courteous. Find out who they are looking for and help them

# How to Say it...

“She is Out”	“She is not in the office at the moment, Would you like to leave a message on her voicemail?”
“I don’t know where she is”	“She stepped away from her desk. Would you like to leave a message for her?”
“She’s in the bathroom”	
“She hasn’t come in yet”	“I expect her to be here shortly. Would you like to leave a message?”
“She took the day off”	“She is out of the office for the day. Can someone else help you or would you like her voicemail?”
“She does not want to be disturbed/interrupted”	“She is unavailable at the moment. Would you like to leave a message on her voicemail?”
“She is busy”	

# Team Support

- Kindness
  - Integrity
  - Dignity
  - Service
- 
- What do you need to succeed?

## Lessons Learned

What are you going  
to do different this  
afternoon?