CARE
Distinguish Your Practice with Exceptional Customer Service

GREAT CUSTOMER EXPERIENCE?
HORRIBLE CUSTOMER EXPERIENCE?
HEALTHCARE IS CHANGING
SHIFT IN PATIENT DEMANDS

CONVENIENCE IS AMONG THE BIGGEST DRIVERS

GOOGLE, YELP, FACEBOOK REVIEWS DETERMINE PATIENT DECISIONS

CONSOLIDATION AND MERGERS

48%
Did someone say cheap and convenient?

Millennials are demanding price transparency in healthcare

Rising deductibles are striking debt-ridden millennials hard and driving many to retail clinics.

We care about tech and reviews

SORRY NOT SORRY
2 sick visits per day

$100 per sick visit

200 days worked (providers days)

$40,000

WHAT CAN WE DO?
WHAT IS THE PURPOSE OF CUSTOMER SERVICE?

HEALTHCARE
Compassion literarily means “to suffer together.” Among emotion researchers, it is defined as the feeling that arises when you are confronted with another’s suffering and feel motivated to relieve that suffering.
AFFABLE
PLEASANT AND FRIENDLY

REASSURANCE
Something that is said or done to make someone feel less afraid, upset or doubtful
EMPATHY

The ability to detect other's emotions and understanding their perspective
MASTER THE ART OF LISTENING

What I'm hearing you say is...

Affirming: Smiling, nodding or brief verbal affirmations such as “I see” and “mm hmm”

Listening is... the ultimate mark of Respect.

Listening is... the heart and soul of Engagement.

Listening is... the heart and soul of Kindness.

Listening is... the heart and soul of Thoughtfulness.

Listening is... the basis for true Collaboration.

Listening is... the basis for true Partnership.

Listening is... a Team Sport.

Listening is... a Developable Individual Skill.

Listening is... the basis for Community.

Listening is... Learning.

Listening is... Strategy.

Listening is... the core of effective Cross-functional Communication (Which is in turn Attribute #1 of organizational effectiveness.)

Listening is... the engine of superior EXECUTION.

Listening is... the key to Keeping the Customer’s/Parent’s Business.

Listening is... the engine of Network expansion.

Listening is... the sine qua non of Renewal.

Listening is... Source #1 of “Value-added.”

Listening is... Differentiator #1.

Listening is... Profitable.” (‘The “R.O.I.” from listening is higher than from any other single activity.)

Listening underpins... Commitment to EXCELLENCE.
CAN YOU TELL ME MORE?
WHAT DO YOU MEAN?
WHAT WOULD MAKE IT MORE HELPFUL?

DEFINE HOW YOU WANT TO MAKE PEOPLE FEEL
WHAT IS EXPECTED VS. WHAT IS UNEXPECTED

THANK YOU FOR LISTENING

BRANDON J. BETANCOURT MBA
**SIMPLE GUIDE**

Listen– express interest in your patients/parents issues and let them know they are being heard. They are calling to tell you what's wrong, let them do just that.

Recognize their frustration- sometimes just validating their feelings with the simplest "wow, that is so frustrating!" can go a long way.

Look for common interests- building a relationship, even during a quick phone call, can allow for more empathy on both sides of the line. You too have had a sick child keep you up all night? Maybe you've visited that specialist office with your child! Now you have something in common and have built a human connection.

Let them know how you can help- don’t tell a patient/parent what you can’t do for them, tell them what you can do. Even if you aren't the person qualified to solve their problem, what you can do is find the right person or department that can help.

Offer a solution– if you are in a position to resolve their issue, offer a solution and keep your word. Don't promise things you can't follow through on, you’ll just end up with an even more agitated patient/parent.

Follow up– keep track of your patient/parent and follow up to ensure their issues have been resolved. If their issue was successfully resolved over the phone, follow up with a thank-you note.

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10 Things That Require Zero Talent **PART 2**

1. Curiosity  
2. Confidentiality  
3. Empathy  
4. Flexibility  
5. Honesty  
6. Humility  
7. Kindness  
8. Listen  
9. Resourcefulness  
10. Sincerity