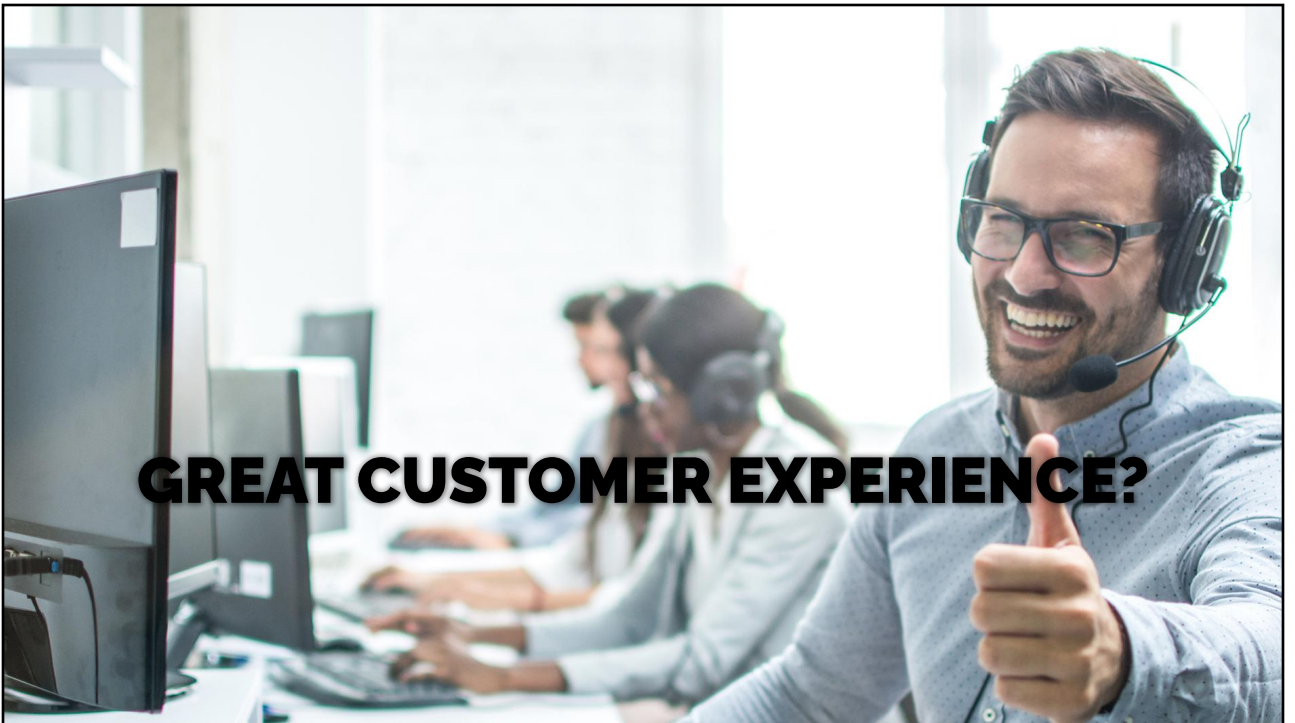




# CARE

Distinguish Your Practice with Exceptional Customer Service



**GREAT 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

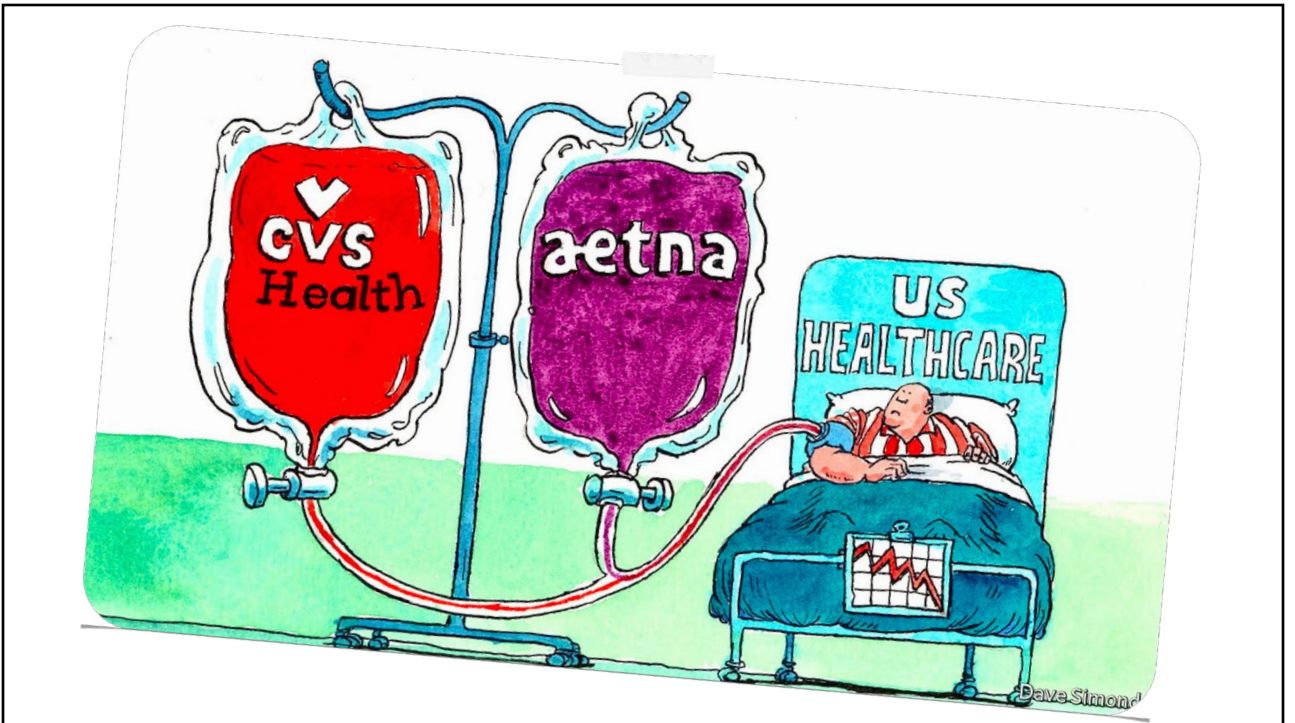
Rising deductibles are striking debt-ridden millennials hard and driving many to retail clinics.

**YAAAAAS.**

We care about tech and reviews



**SORRY  
NOT  
SORRY**



**2 SICK VISITS PER DAY**



**\$100 PER SICK VISIT**



**200 DAYS WORKED (PROVIDERS DAYS)**

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**\$40,000**

**WHAT CAN WE DO?**



**WHAT IS THE PURPOSE OF  
CUSTOMER SERVICE?**

**HEALTHCARE**

**COMPASSION**  
**AFFABLE**  
**REASSURANCE**  
**EMPATHY**

## **COMPASSION**

Compassion literally 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



**CUSTOMER SERVICE TIPS**



# 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.

## 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