

April 2007

Remember the phrase
“People don’t care how much
you know until they know how
much you care” ?

PEOPLE REMEMBER

- 1/3 OF WHAT THEY READ
- 1/2 OF WHAT THEY HEAR
- BUT 100% OF WHAT THEY FEEL

Service Excellence is creating emotional experiences and connections with patients and their families in their moment by moment interactions with hospital staff.



Inside this issue:

<i>Engagement (It’s Not Just About Love Anymore)</i>	1
<i>People Remember Emotional Connections & Experiences</i>	1
<i>Descriptions of Engaged Employees</i>	1
<i>The Power of Service Excellence</i>	2
<i>Why the Discharge Process is Important</i>	2

Visit our Website:
www.christhrash.com

Engagement (It’s Not Just About Love Anymore) by Chris Thrash

Service excellence only happens with Engaged Employees. Engagement is when employees are **passionate** about their role and their responsibility to the patient, the hospital and themselves. According to the Gallup Organization, only 28% of the U.S. workforce are **Engaged Employees** (staff members who are loyal, psychologically committed, more productive and yield higher retention). 57% of employees are **Not Engaged** (productive, but not psychologically connected, have more missed days, and more likely to leave). 15% of staff are **Actively Disengaged** (physically present, but psychologically disruptive, unhappy and insist on sharing their unhappiness with others). There is a dynamic connection between Employee Engagement and Patient Satisfaction. Engaged employees create experiences for patients and their families that cause patients to be loyal advocates who will continue to use the hospital in the future and create positive word of mouth in the community and surrounding region. Employees who are not engaged cause patients to be more likely to seek services elsewhere in the future and will not play



an active role in sharing positive experiences with friends, family members and the community. Actively disengaged employees create experiences for patients that cause them to actively seek alternatives (your competition) and go out of their way to poison the name and brand of your organization. Attracting a new patient costs 5 to 6 times more than it costs to keep an existing one. Increasing patient retention by 2% can have the same effect on profit as cutting costs by 10%. Hospitals that actively engage employees will have staff members who are passionate about serving patients, loyal to the organization, and will have long term commitment to the hospital.

Engaged employees . . .

- Convey by their actions that the guest is not an interruption when approached by a patient or visitor.
- Demonstrate the idea that they are the hospital and refer to the hospital as “we” and “us” rather than “they” and “them”.
- Greet customers with a smile and friendly introduction.
- Go the extra mile when dealing with patients and families. Staff do just a little more than patients expect, creating surprises and anticipating needs.
- Do the right thing at the right time.
- Refrain from answering patients’ questions with “I don’t know”.
- Encourage co-workers daily.
- Create emotional experiences and connections with patients.



Inspire. Engage. Ignite.

OUR MISSION

“To create vision, purpose and passion for service culture excellence within organizations”

E-mail: info@christrash.com

PHONE: 800 . 733 . 7008

**Visit our Website:
www.christrash.com**

THE POWER OF SERVICE EXCELLENCE



Service Excellence is key to the success of every hospital. Achieving and sustaining Service Excellence is also one of the biggest challenges. It starts at the top of the organization and rests on the shoulders of everyone in the organization. A Culture of

Service Excellence does not happen without engaged employees. Hiring the right people, those that fit your culture, is key. Dealing with staff members who don't share in the vision for service excellence is paramount. Each individual employee must understand why it is important to not only live out the values and service standards of the organization, but also be committed to looking for opportunities to exceed patient expectations by paying attention to every detail of the service experience. When patients receive “WOW” service, they become advocates who are fiercely loyal to the hospital and will tell anyone who will listen about their experience. That's the real Power of Service Excellence!

Why the Discharge Process is Important?

The Discharge Process is . . .

- Fundamental to patient satisfaction and loyalty; it affects the direct, long-term financial return on investment through loyal patients.
- Significantly linked to the patient care experience, which is most strongly predictive of physician satisfaction and loyalty.
- Critical to patient flow — your organization's ability to move patients through the care processes efficiently and produce a good return on assets.
- Imperative to patient safety and clinical quality. The discharge process involves educating patients on medication usage, therapy regimens, self-care in light of illness, and basic self-care knowledge.
- A component in nearly every national and regional public reporting initiative for hospital quality. Publicly reported quality measures affect patient and physician hospital selection decisions. Patients' perceptions of the hospital experience will be the measure most frequently used by consumers — more than clinical quality measure.

Source: "Patient Satisfaction and the Discharge Process" © 2006 HCPro, Inc. & Press, Ganey Associates, Inc.



Whether you want to launch a new service initiative or bring revitalizing energy to your organization's current service culture, we can help you Take It to the Next Level !

- We assess your need and help you develop the plan that will be most successful
- We provide cutting edge, customized Leadership, Management and Frontline Staff Training in how to build and sustain a Service Culture of Excellence

CALL US TODAY TOLL FREE 1.800.733.7008