

January 2007

I AM THE NEW YEAR

I am an unspoiled page
in your book of time.
I am your next chance
at the art of living.

I am your opportunity to practice
what you have learned about life
during the last twelve months.

All that you sought and didn't find is
hidden in me, waiting for you to
search for it but with more
determination.

All the good that you tried for and
didn't achieve is mine to grant when
you have fewer conflicting desires.

All that you dreamed but didn't dare
to do, all that you hoped but did not
will, all the faith that you claimed
but did not have—
these slumber lightly,
waiting to be awakened
by the touch of a strong purpose.

I am your opportunity to renew your
allegiance to Him who said,
"Behold, I make all things new."

Source: Bible Illustrator

On behalf of Chris Thrash and our
staff, Happy New Year!

Inside this issue:

<i>I Am The New Year</i>	/
<i>SERVICE: Return on Investment</i>	/
<i>Engage with PURPOSE</i>	/
<i>Medical Center of Southeastern Oklahoma</i>	2
<i>Relationship between Physicians and Staff</i>	2

Visit our Website:
www.christhrash.com

SERVICE: Return on Investment
by Chris Thrash

Service to patients is much more than simple friendliness and courtesy. Service to patients includes strong communication, listening, compassion, empathy and interacting with patients in a manner that demonstrates that patients and their comfort are the most important things we do. Research has shown that patients make their health care choices based on the service provided. A study by the Healthcare Advisory Board showed that 7 out of 10 patients choose a hospital for their care based on the recommendation of a family member or friend. Many health care organizations would easily reach their goals for growth and expansion if they would simply stop losing the patients they currently have. The cost of attracting a new patient is five to seven times greater than retaining current patients. Loyal patients are the greatest advertisement any hospital can have. **Loyal patients** tell family and friends about the care and service they received and have the greatest impact on revenue through return visits and referrals. Creating customer



experiences that exceed expectations drive growth for organizations. Patients who are very satisfied with the services provided by a hospital are even willing to make economic sacrifices and go out of their way to receive that hospital's care. Organizations that provide GREAT service will retain patients for a lifetime, attract new ones and build an environment where staff members are proud to work.

Bottom line: Hospitals that focus on SERVICE receive a great Return on Investment.

Engage with PURPOSE

How can a leader engage with purpose to establish and role model appropriate standards of behavior?

- Live the values of the organization & role model expected behaviors
- Set clear standards of performance
- Foster trust & partnership: Build relationships with staff

- Encourage excellence in everything
- Pay attention to the smallest details
- Get personally involved — Regularly round on patients and staff members
- Use key words at appropriate times
- Be a good listener
- Follow through: Do what you say you will do
- Create an effective service culture



Inspire. Engage. Ignite.

Chris Thrash, President/CEO
Cindy Redwine, Customer Representative
Toni Richardson-Thrash, Office Manager

E-mail: info@christrash.com

PHONE: 800 . 733 . 7008

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

Client Spotlight



Medical Center of Southeastern Oklahoma in Durant, OK, has been recognized by HCIA and The Health Network for six consecutive years as one of the "Top 100 Hospitals" in the nation. In its annual study, 100 Top Hospitals, Benchmarks for Success, Medical Center of Southeastern Oklahoma continues to gain recognition for clinical excellence and efficient delivery of care. The study identifies top performing hospitals based upon quality of care, efficiency of operations, and sustainability of overall performance.

Chris Thrash and Associates would like to express our thanks for the opportunity to partner with the leadership team and staff of Medical Center of Southeastern Oklahoma in their annual customer service training initiative for the past consecutive four years.



Our newest training video, "Standing Ovation", features the cast and staff members of Medical Center of Southeastern Oklahoma. Chris Thrash and Associates would like to extend a special thanks to Linda Herriage, Dir of Human Resources, for her tremendous support and coordination of this project.

If you would like to preview the "Standing Ovation" training video, visit our website at www.christrash.com or call our toll free number: 1.800.733.7008

Relationship between Physicians and Staff Members Key to Success

The way physicians treat hospital staff members may ultimately be as important as what doctors do for patients. The conduct of physicians in hospital settings has a strong correlation to employee satisfaction, the service culture of each unit and department, and ultimately impacts the performance of staff members. Staff many times mirror the environment they work in: they will be negative, complain, and be apathetic towards patients if the work they do is routinely unappreciated, if they feel their contributions make no real difference, and if they are not trained and empowered to give patient centered care. Physicians directly impact the work experience of frontline hospital staff through their day to day relationships and collaboration with nurses, technologists and other hospital employees. Negative physician behavior undermines top employee performance. Positive relationships between hospital staff and physicians improve staff retention, loyalty and satisfaction while promoting behavioral expectations and values that are in alignment with the mission of the hospital.

"People place more importance on doctors' interpersonal skills than their medical judgment or experience, and doctors' failings in these areas are the overwhelming factor that drives patients to switch doctors."

Source: Harris Poll, Wall Street Journal, Sept 2004



It's a NEW Year! Need some NEW Energy?

Bring Chris Thrash to your organization to Inspire, Engage & Ignite your leaders, physicians & frontline staff!

Workshops . Staff Training. Customized Presentations.

FOR MORE INFORMATION, CALL TODAY

1 . 8 0 0 . 7 3 3 . 7 0 0 8