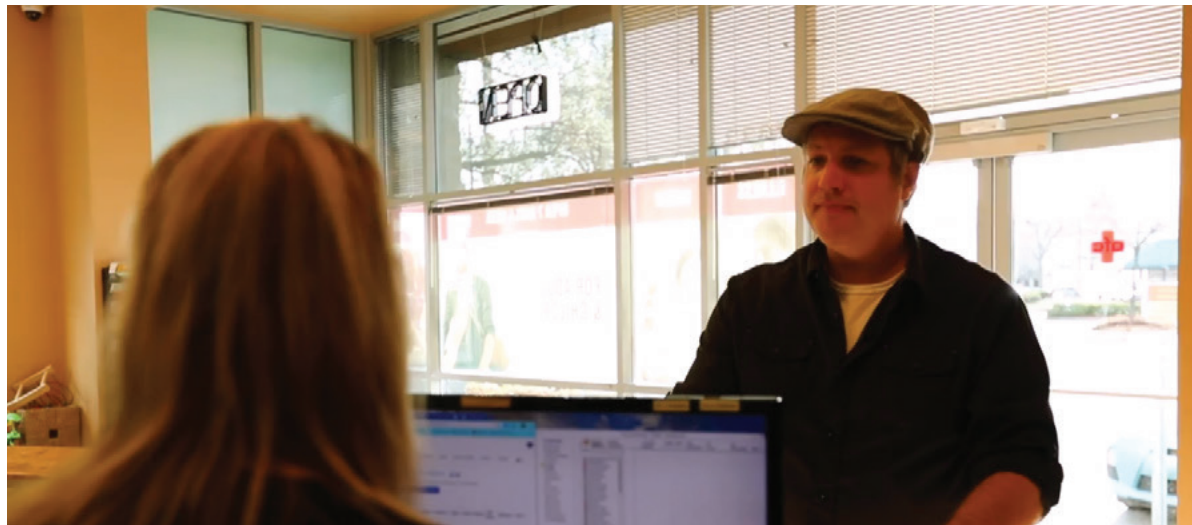
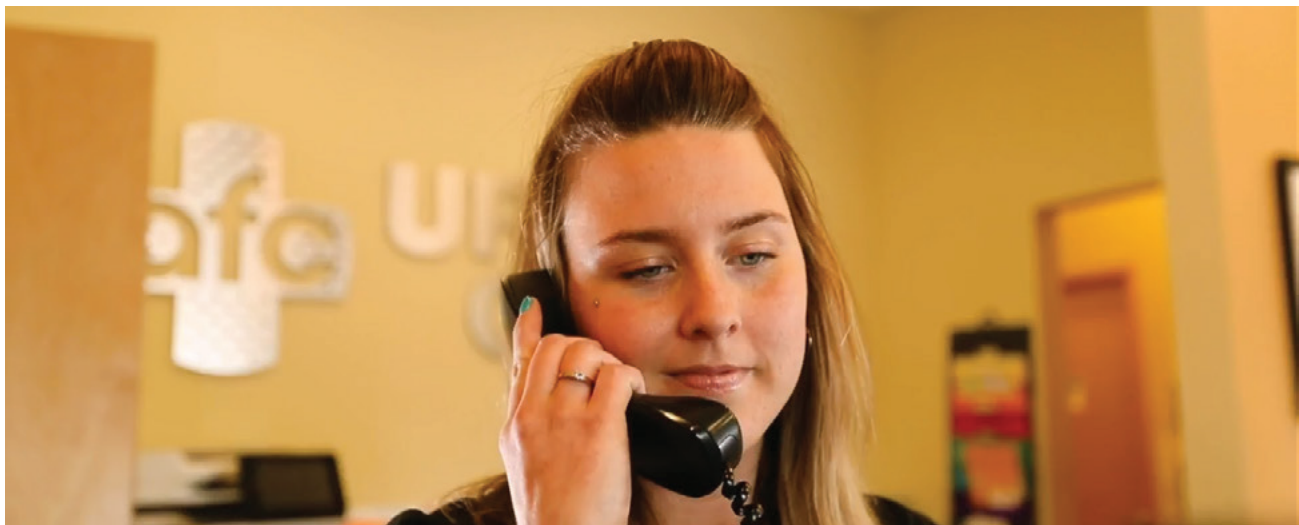


EXCELLENT CUSTOMER SERVICE



Why Excellent Service Matters

- 1 It's Right!** Great service feels good - and it's the right thing to do
Dozens of studies show doing good (or simply being kind) may reduce stress, lower hypertension, make us happier, promote mental health, and may even promote a longer life!
- 2 It's Easier** Great service is easier now and later
Good service will always result in fewer mistakes and complaints. Mistakes and complaints require additional effort to fix! (and they're no fun)
- 3 It's Special** Great service differentiates us from others.
Yes, we strive to be something special! Not to mention that we will never reach Excellence (a Core Value) without excellent service
- 4 It's Sustainable** Great service increases loyalty
An obvious benefit of excellent service is patients who visit us again in the future! Not a bad thing right?



FRONT DESK - A.C.T.

- A Acknowledge**
 - The front desk is where we make first impressions
 - Make sure you smile!
 - Use The 10-4 Rule:
 - Make eye contact at 10 feet
 - Say hello at 4 feet
- C Communicate**
 - Communication starts with “How can we help you today.”
 - Maintain eye contact while you listen carefully. Eye contact conveys to the patient that they matter
 - Communicate wait time and next steps
 - If the patient continues to wait in the lobby, update them every 10-15 minutes and when they ask so they don't feel forgotten
 - Smile often. Smiling makes people feel good and welcome
 - In general, make it easy for them to get the service they are looking for
- T Thank**
 - Always thank the patient as they leave with “Thanks for coming in.” If you know they are not feeling well, add “We hope you feel better” or “Contact us if you need anything”
 - Smile! You are also the “last impression”



MAs - A.I.D.E.T.

- A Acknowledge** Greet the patient by name. Make eye contact, smile, and acknowledge family or friends who are present
- I Introduce** Introduce yourself with your name, professional certification (or title), and experience.
- D Duration** Give an accurate time expectation for tests, physician arrival, and identify next steps. If unknown, provide a time in which you will update the patient on progress.
- E Explanation** Explain step-by-step what to expect next, answer questions, and let the patient know they can ask for you during their wait.
- T Thank** Thank the patient (including family and friends if present). You might express gratitude to them for choosing AFC or for their cooperation. Thank family members for being there to support the patient when they are present.



Providers - A.I.D.E.T.

- A Acknowledge** Greet the patient by name. Make eye contact, smile, and acknowledge family or friends who are present
- I Introduce** Introduce yourself with your name, professional certification (or title), and experience.
- D Duration** Give an accurate time expectation for tests, procedures, and identify next steps. When this is not possible, give a time in which you will update the patient on progress.
- E Explanation** Explain step-by-step what to expect next, answer questions, and let the patient know how to contact you or the clinic and under what conditions they should return. Express concern for their well being and overall health! (compassion/empathy)
- T Thank** Thank the patient (including family and friends if present). You might express gratitude to them for choosing AFC or for their cooperation. Thank family members for being there to support the patient when they are present. Hand off to MA to escort out if possible



C.L.A.S.S - Conflict Resolution

- C Calm** Staying calm is the first step to successful conflict resolution. Responding emotionally to the patient will likely make the situation worse.
- L Listen** Listening accomplishes at least 3 major objectives:
 - it allows for the patient to express their wants and/or frustration,
 - it provides you with very valuable information,
 - it shows the patient that you care. During this step, listen without interrupting.
- A Acknowledge** Verbal responses like “I understand,” or “I know how you must feel” are critical so that the patient is convinced that they have been heard and understood. Patients may not feel heard and may tend to repeat themselves until they have been verbally acknowledged.
- S Solution** Attempt to come up with a solution for the patient. It may not be exactly what they want in every circumstance, but a small compromise (perceived or real) may be all that is needed to de-escalate the situation and move on.
- S Summary** Summarize the next steps with the patient. In the heat of conflict, sometimes details are forgotten. Restate the solution in terms of clear next steps. When the conflict is resolved, add the appropriate notes to the medical records for future reference.

A.C.T. POSITIVELY

- A Assume Good Intentions**
 - Assume your co-worker wants a positive work environment
 - Address negatively when it occurs
 - Real and tangible problems should be put in writing and given to the CM to explore and address
 - Verbalize - “I know you want a great workplace”

- C Coach & Encourage**
 - Reinforce positive behavior as often as you can - especially those who are struggling with work or team
 - Be intentional (i.e. use reminders or end of shift recaps)

- T Take the High Road (or thick skin)**
 - Avoid getting pulled into the emotion of the moment. Responding with emotion normally makes the situation worse for the team or even our patients
 - Don't take it personally (Thick Skin)



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