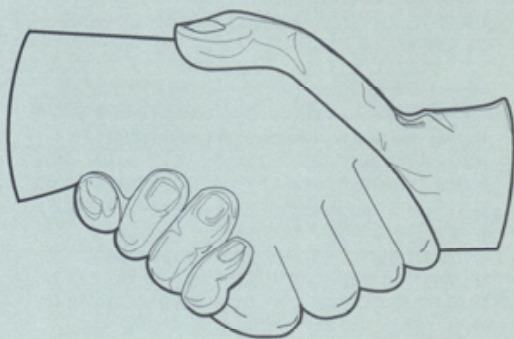


MANAGING THE CARE OF CUSTOMERS



Customers... a term once reserved solely for patients, now pertains to physicians, other healthcare agencies, third party payers, other departments, and even employees. As healthcare providers, we've always cared about our patients as customers – listening, responding, thinking constantly of how they can be better served.

Although a smile and a cheery voice rarely hurt matters, they can never substitute for competence. Terrific customer service is an outcome of well-designed and integrated systems (1) driven by customer expectations and (2) designed by process experts, who are accountable for producing results.

OBJECTIVES

Everyone in an organization is responsible for customer service. Management creates the vision and strategy. Employees design the systems and processes so they facilitate (rather than impede) delivery of high quality, customer-driven care and service. Specifically, participants will be able to:

- Identify their key Internal and external customers and suppliers;
- Interview, identify, negotiate, and prioritize customer needs, wants, and expectations;
- Respond to the voice of the customer by cross-functional redesign of work-specific and organization-wide processes & systems;
- Measure results and take action: Fix and prevent problems, continuously improve, and breakthrough.

PROGRAM CONTENT

Internal/external customers & suppliers

Identifying key customers and suppliers
Interviewing and negotiating expectations
Prioritizing customer needs and workload

Responding to customers needs & wants

Caring, knowledge, and competence
Developing cross-functional partnerships
Setting shared, overlapping, and compatible objectives with customers and suppliers
Redesign: Streamlining, simplifying, and integrating work processes and systems

Aligning organizational systems

Are your organizational-wide systems supporting high quality care & customer service?
Building quality and customer service into systems
Strategic alliances in planning, performance, measurement, and reward systems

Measure Results & Plan for Improvement

Integrated indicators: Care and service outcomes, performance process, financial results
Reward and recognize both results and process