

THE PATIENT IS KEY

1



Four Needs of Every Patient



The Importance of Treating All Patients Fairly

Patient Service Facts: Why They Do or Don't Return

4% Rule

96% Rule

1: 12 Rule

Affirmations:

- The Lifetime Patient Value of my patient is significant!
- The cost of a patient lost is usually unseen, but represents an enormous amount!
- The impact of my actions goes far beyond the person I'm talking to.



DEFINING WORLD CLASS SERVICE 2

Why We Lose Patients

1%

3%

5%

9%

14%

68%

Adding the WOW Factor: 10 Ways to WOW NOW!

1.

6.

2.

7.

3.

8.

4.

9.

5.

10.

Every job is a self-portrait of the person who did it.

Autograph

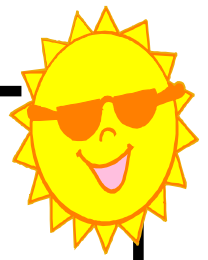
your work with excellence.

Kelli S. Vrla, CSP

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StressBusting* Leadership*Communication*

Time Management * Life Balance



How to Build Patient Loyalty 3

1. IDENTIFY the “Moments Of Truth”

2. Recognize “LPV”

Preventing Patient Dissatisfaction— A Four Step Model

1. Anticipate needs
2. Take initiative to solve problems
3. Keep your head in the game while helping
4. Keep your promises

With a partner, list 2 NEEDS you know your patients have:

- 1.
- 2.

What are 2 QUESTIONS your patients always ask:

- 1.
- 2.



Instilling a Commitment to Excellence in Your Organization 4

Action Plan WOW NOW

<i>Things we do well</i>	<i>Things we could improve</i>

Great Phrases to Defuse "Hotheads" and End Sticky Disagreements

1. I _____ your concern. What do you think would be _____?
2. It's helpful for me to understand how you see things. _____, here's what I _____ do to solve the immediate problem:
3. Our _____ from here is to...
4. As you _____...
5. Our _____ show...
6. What's the _____ I can reach you at when I find that answer for you?

3 WOW-NOW Phrases to Build Rapport :

1. _____!
2. Here's _____...
3. _____!

SPIN Power!

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

How to WOW NOW: Keys to Jaw-Dropping Service Recap Sheet

The patient may not always be right, yet is always right in front of you.

Practice the Platinum Rule: “Do unto others as they’d have you do unto them.”

Let your patient define what “exceptional” means to him or her.

Tis better to remain silent and thought a fool than to speak up and remove all doubt.

Silence is golden. Repeat the speaker’s words for crystal clarity, quicker meetings and more spot-on solutions.

Focus on WHAT’s right, not WHO’s right. Fight the RIGHT battles.

Consensus does not mean majority.

When dealing with difficult people, handle the person first, then the problem. (7 Habits of Highly Effective People: First Brain First, Emotional then Logical)

Don’t be afraid to expedite the solution with, “What would you like me/us to do to solve this problem?”

Clarify, clarify, clarify. Words like “soon, sufficient detail, exceptional” can mean different things to different folks. Keep your channels fine-tuned to save time and money.

Mind your “buts.”

Keep the P’s: Positive, Proactive, Professional & Polite.

Tell people what they CAN have, not what they CAN’T.

Focus on the things in your CAN circle of control.

When overwhelmed, make a list and start working through it to check off goals.

“Problems are Gooooood.” Cha-ching, Bling! Bling!”

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How to WOW NOW: Keys to Jaw-Dropping Service Recap Sheet

Focus on the Big Picture for all situations: Everything Counts

Practice constant assessments: STOP / START / CONTINUE

Ask if there's anything you did today which you should stop/start/or continue doing to be more productive.

Ask at the beginning of each day: "What must I accomplish today of all the things I have on my list?"

Ask at the end of each day: "What did I accomplish today that had to be done?"

Keep checking to see how you're doing with your internal and external patients.

Thank people for their expertise more often.

Practice giving the very things you want more of: to be listened to, respected, trusted to do the job, held accountable, open to change, etc.

Care about the outcome.

Listen to what people really need, and whenever possible, exceed their expectations.

(You have to know people's expectations before you can meet or exceed them: ASK.)

Go to work at full-throttle, ready to serve.

Focus on IMPACT not INTENT: The universe rewards action, not intention.

Barriers to Effective Listening:

* Keeping Score * Thinking ahead * Interrupting * Checking out * Ego
*Judging/ Biases

The word "listen" has the same letters as does the word "silent."

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How to WOW NOW: Keys to Jaw-Dropping Service Recap Sheet

PURPOSE :

Clarifying

1. To get at additional facts
2. To help the person explore all sides of a problem

Restatement

1. To check meaning and interpretation with the other person
2. To show you are listening and that you understand what is being said
3. To encourage the speaker to analyze other aspects of the matter being considered and to discuss it with you

Neutral Response

1. To convey that you are interested in listening
2. To encourage the person to continue talking

Reflective

1. To show that you understand how the person feels about what he or she is saying
2. To help the person evaluate and temper his or her own feelings as expressed by someone else

Summarizing

1. To bring all the discussion into focus through a summary
2. To serve as a springboard for further discussion on a new aspect or problem

EXAMPLE

“Your understanding of the issue ...”
“Let me make sure I understand.”
“Is this the problem as you see it?”

“So, what I hear you saying is ...”
“I perceive the following ...”
“This is what you have decided, and the reasons are ...”

“Please continue.”
“That is very interesting.”
“I see.”

“I can tell you are angry, frustrated, hurt, etc.”
“I understand your feelings.”
“You feel that ...”

“Please allow me to summarize ...”
“Am I on the right track?”
“These are the key ideas you have expressed ...”

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STRESS REDUCTION KIT



Directions:

1. Place kit on FIRM surface.
2. Follow directions in circle of kit.
3. Repeat step 2 as necessary, or until unconscious.
4. If unconscious, cease stress reduction activity.



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"Let us help you have more fun & get more done!"

Because the Patient

Because the patient has a *need*, we have a *job* to do

Because the patient has a *choice*, we must be *the better choice*

Because the patient has *sensibilities*, we must be *considerate*

Because the patient has an *urgency*, we must be *quick*

Because the patient is *unique*, we must be *flexible*

Because the patient has *high expectations*, we must *excel*

Because the patient has *influence*, we have *the hope of more patients*

Because of the *patient*, we **exist**.

By Annette R. Karnash, R.N., M.N.