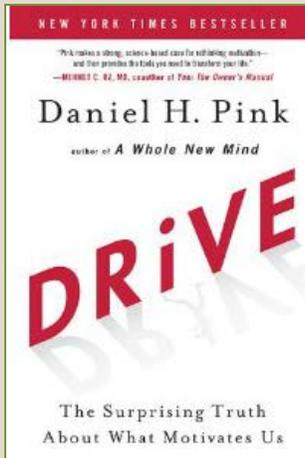


The Patient Experience Post

Healthcare's Resource for
Service Excellence
March 2011



Since the mid-1990s, Baird has helped healthcare organizations nationwide improve the patient experience and enhance organizational culture. Baird's culture assessment and diagnosis include experience mapping, medical mystery shopping, and focus groups to reveal the real customer experiences within your organization. Using your patients' experiences, Baird and her team prescribe critical next steps for improving patient satisfaction and HCAHPS scores.

Good Read: *Drive*

by Kristin Baird, RN, BSN, MHA

What inspires you? What motivates you to do great work? Once you delve into those questions about yourself, you may actually uncover what motivates those around you.

In *Drive: the surprising truth about what motivates us*, author Daniel Pink presents solid research about human motivation. The challenge he presents is for leaders to apply these principles in the workplace. This book was an affirmation of what employees tell me every day and what great coaches take to heart.

Want to increase motivation and engagement? Read *Drive*. Then apply the principles in your thinking about how you lead.

Learn more about ways you can ensure that all of your customer interactions, including over-the-phone interactions, support your healthcare organization's brand, as in [Living Your Brand Promise](#), featuring Kent Seltman, co-author of *Management Lessons From Mayo Clinic*. As the former Director of Marketing at Mayo Clinic, Seltman was charged with managing the brand for this world-renowned organization. During this 90-minute presentation, you'll hear about crucial elements in aligning the brand promise with the patient experience in order to build trust and credibility with customers. For only \$89, you'll receive all this: pre-session worksheets, a session workbook, webinar slides, and an audio CD of the 90-minute webinar, complete with the Q&A session.

Invite Baird to speak at your next leadership development event! To learn more about the [Baird Model for Service Excellence](#), employee engagement workshops, or to sign up for her FREE newsletter, write to info@baird-group.com.

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Nurse, author, and consultant Kristin Baird, "Healthcare's Customer Service Guru," is the author of *Raising the Bar on Service Excellence: The Health Care Leader's Guide to Putting Passion into Practice* (Golden Lamp Press, 2008), *Reclaiming the Passion: Stories that Celebrate the Essence of Nursing* (Golden Lamp Press, 2004), and *Customer Service In Healthcare: A Grassroots Approach to Creating a Culture of Service Excellence* (Jossey Bass, 2000).