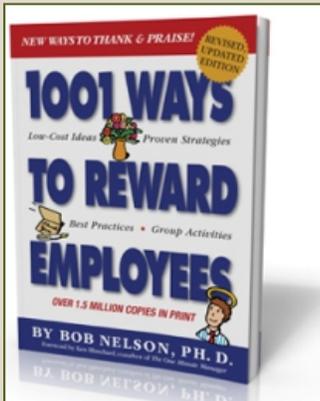


## *The Patient Experience Post*

Healthcare's Resource for  
Service Excellence  
November 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: 1001 Ways to Reward Employees**

by Kristin Baird, RN, BSN, MHA

It's an "oldie but goodie" this month. This book, originally published in 1994, has sold more than 1.5 million copies and was last updated in 2005.

Bob Nelson, co-founder of the National Association for Employee Recognition, is passionate about recognizing and rewarding employees, and, more importantly, doesn't believe it needs to cost much (or anything!) to do it effectively. His doctoral research focused on why managers do or don't use praise or recognition with employees, and he has done research with employees to determine what has the most impact on them. Ready?

- Personal praise
- Written praise
- Electronic praise
- Public praise

This book is full of simple, time-tested ways for rewarding employees who any manager in any organization can add to their arsenal—1001 ways to be precise. Nelson encourages readers to share the book with employees to get ideas about what works best to motivate them and to share their ideas and examples of how they have effectively rewarded employees with him. Pay it forward!

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](mailto: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).