

The Patient Experience Post

Healthcare's Resource for
Service Excellence
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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: *Just Ask! Patients Will Tell You What They Want.*

By Kristin Baird, RN, BSN, MHA

That's the essence of this article by Joanne Finnegan published in Fierce Healthcare. Amazing things happen when we remember to ask patients what they want.

<http://www.fiercehealthcare.com/practices/physician-leaders-ask-what-your-patients-want?>

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