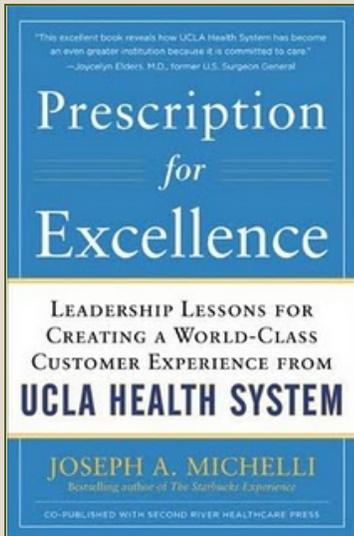


The Patient Experience Post

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: *Prescription for Excellence*

by Kristin Baird, RN, BSN, MHA

When it comes to creating a world-class customer experience, Joseph Michelli has the prescription. In his new book, *Prescription for Excellence: Leadership Lessons for Creating a World-Class Customer Experience from UCLA Health System* (2011, McGraw Hill), Michelli walks the reader through five principles that, when practiced consistently, lay the foundation for excellence. From the first chapter, Michelli sets the pace for an intriguing look into one of America's premier healthcare organizations. What I appreciate most about Michelli's work is the way he makes a solid business case for service excellence while sharing pragmatic examples for how to make service happen more consistently. His emphasis on vision, clarity, and consistency challenges leaders to re-think their current approach to leading a culture. His use of stories and case examples illustrate that service is not separate from clinical quality, safety, or financial performance, but an integral part of each.

Every section ends with "Your Diagnostic Checkup," which challenges the reader to look at his or her own approach to leadership and service excellence. The checkup is usually a series of questions that helps the reader reflect on things he may be doing but missing, allowing for additional opportunities to connect the dots. One such example is the question, "How are you capturing real-time data that reflect the voice of the customer?" And "Is what you ask customers aligned with the service priorities that you set for your staff?"

It's not uncommon for healthcare leaders to capture real-time data through rounding, but this question makes the reader consider how aligned questions are with the service priorities. This type of connection makes all the difference in whether or not your organization will gain traction and see the return on experience (ROE) Michelli references.

I highly recommend this book for leaders at all levels within a healthcare organization.

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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Transforming culture. Shaping patient experience.

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).

