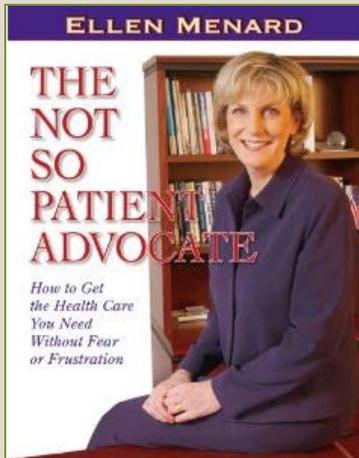


The Patient Experience Post
Healthcare's Resource for Service
Excellence
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Since the mid-1990s, Baird has helped healthcare organizations nationwide improve the patient experience and enhance organizational culture. Baird's culture assessment and diagnosis 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: *The Not So Patient Advocate*

Review by Kristin Baird, RN, BSN, MHA

We all want to believe that we deliver patient and family centered care. In fact, many organizations have formed task forces and even positions that are charged with ensuring this individualized approach to care. But are we really delivering it consistently? And how are we responding to our most savvy consumers? Here's your litmus test: read Ellen Menard's book, *The Not So Patient Advocate* (Bardolf & Company, 2009). Menard's book is actually written for the general consumer, but has a wealth of learning opportunities for healthcare professionals, especially patient experience champions.

In her book, Menard (a registered nurse and former healthcare executive) challenges consumers to be active decision-makers in their own care. She doesn't just pose the challenge—she gives them the tools to do it. In each chapter, she adds three sections: Power Up, Work Up, and Check Up, where she walks the consumer through the steps in collecting pertinent information and then analyzes it in the context of the medical encounters.

Like I said, this book was written for the general consumer, but has merit for healthcare professionals. I would challenge anyone working in healthcare to read this book and ask, "If every patient who enters our ER, inpatient area, or clinic was a 'Not So Patient Advocate' (Menard's term for an uber-savvy healthcare consumer), would we be ready for them? Would we have the tools to engage in thoughtful, respectful conversations, or would we become defensive and irritated?"

I for one, feel we may be years away from being ready, but Menard has provided us with a look at what future consumers will look like. Let's get ready.

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 <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).