

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: *Switch*

by Kristin Baird, RN, BSN, MHA

I'm a big fan of the Heath brothers and have been since their first book, *Made to Stick: why some ideas survive and others die*. They have a great way of helping their readers find solutions in complex issues. In *Switch: how to change things when change is hard*, the authors get at the root of why we humans have such difficulty with change, and how we can overcome resistance to change.

In this book, authors Chip and Dan Heath delve into the internal conflict between our emotional and rational selves. Using the metaphor of an elephant (the emotional self) and its rider (the rational self), the authors give several case examples of people who have made significant changes with minimal resources. The book is structured around three principles that are needed in order to create change. They include:

- Direct the rider
- Motivate the elephant
- Shape the path

Throughout the book, I found myself taking notes and relating these concepts to my work in culture change:

- Directing the rider is setting service goals, identifying best practices, and upholding standards.
- Motivating the elephant is helping the individual make the connection between his work and his sense of purpose and passion. It is about helping each individual achieve maximum potential.
- The third principle, shape the path, is about removing barriers and irritations, and helping staff create new habits that truly put the patient experience at the center of each decision.

I recommend this book to everyone who wants to change things at work, at home, or anywhere in life.

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.

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include the following statement:

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).

