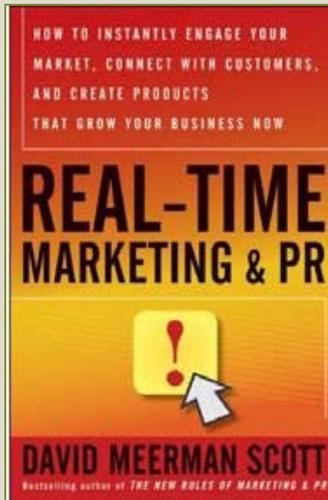


## *The Patient Experience Post*

Healthcare's Resource for  
Service Excellence  
April 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: *Real-time Marketing & PR***

by Kristin Baird, RN, BSN, MHA

David Meerman Scott was the opening keynote at this year's 16<sup>th</sup> National Summit on Healthcare Marketing Strategies in Orlando. His message was clear there as it was in his book, *Real-time Marketing & PR* (2011, John Wiley and Sons). The world is moving fast, and the marketing champions are logged in, tuned in, and conversing with stakeholders in real time.

As a small business owner and blogger, I found this book to be immensely valuable, but it has merit for the healthcare executives as well. His case examples of how organizations use social media in crisis communications as well as in handling negative tweets and other social media posts should resonate with any professional charged with managing the brand. For senior leaders who have been hoping that the social media movement will pass quickly, and is not deserving of time, attention, and other resources, this book will shed some light on what can happen when you decide to ignore social media. It also gives some helpful how-to tools to get started and stay connected.

For healthcare marketing professionals who have already implemented many of the tactics outlined in this book, don't forget to inform your physicians and managers that you have a social media strategy in place. Show them what happens daily and weekly and how you gather the analytics. They may be impressed and comforted by your forward thinking.

*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).