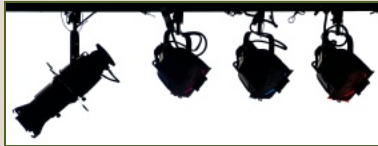


### *The Patient Experience Post*

Healthcare's Resource for  
Service Excellence  
July 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.

## The Patient Experience Goes Hollywood....

by Kristin Baird, RN, BSN, MHA

What would your patients say about their experience at your organization? The Baird Group is always striving to help organizations understand the patient experience in ways that will engage the heart. So, in the middle of June, MedStar Health engaged Kristin Baird and Sean O'Brien Photography to conduct man-on-the-street interviews with patients to understand their expectations and experiences. The resulting video will be used to tell the patient story to MedStar leaders and front-line staff.

Baird interviewed patients to learn how they define quality, what it takes to earn their trust, and what they would change about their experiences if they could. Sean O'Brien and his crew captured the interviews on video and condensed them down for a meaningful, engaging video that tells the real story.

According to Jean Hitchcock, Corporate Vice President of Public Affairs and Marketing for MedStar, "We needed to find a way to help our managers and front-line staff to really hear what our patients were saying in their own words. Nothing helps to engage the heart like the faces and voices of our own patients. The video that Kris and Sean created really tells the story."

Are you doing all you can to understand your patients? If you don't ask, you'll never know what they need.

*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).*