



Employee Guide to Legendary Patient Experiences Why Create LEGENDARY Patient Experiences?

We aim to provide clinical care with an extraordinary reputation for legendary patient experiences.

- **Caring, supportive service is humane.** It shows compassion and creates a healing environment! Patients and families are often anxious when they come to us. They are dependent on us and rely on us to have their best interests at heart.
- **Excellent service improves health outcomes.** When our patients and families feel confident in us and feel we have their best interests at heart, they digest information better and they partner more actively in their health care.
- **People SHOP for health care.** Today, patients and families are more educated. They know they have options. We have to excel in the value we offer them, in order for them to stay with us and refer us to others.
- **People judge us on SERVICE factors.** Clinical factors don't correlate highly with patient loyalty. Communication factors do. More than half of the people who switch from one practice to another do so because of the personal treatment they received from the staff.
- **Bad news has wings.** People are four times as likely to talk about negative experiences as positive ones. This means you have to satisfy four people for everyone you disappoint — just to stay EVEN in your reputation! Our challenge: To provide positive experiences consistently!
- **Great service creates a better quality of work life.** Providing impressive service is good for us too! It results in reduced stress, greater harmony with coworkers, increased pride in our work, and more reasons to remain part of the team.

*Impressive Service is win-win — for patients and families,
and for our work environment and relationships.*