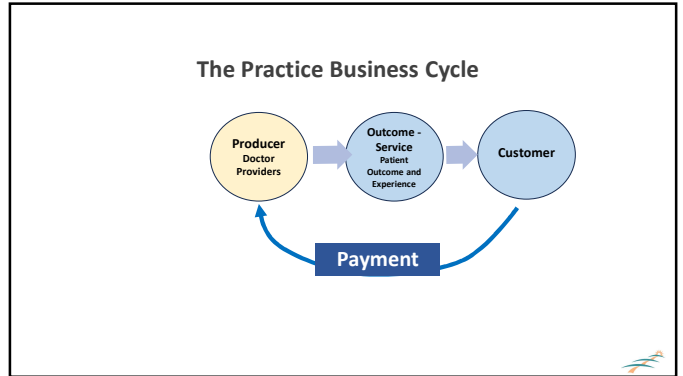


## Class 2. SERVICE BASICS

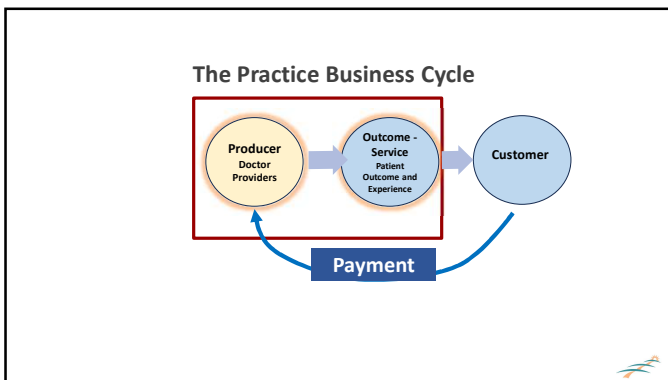
Service =

1. Patient's Experience.
2. Outcome.

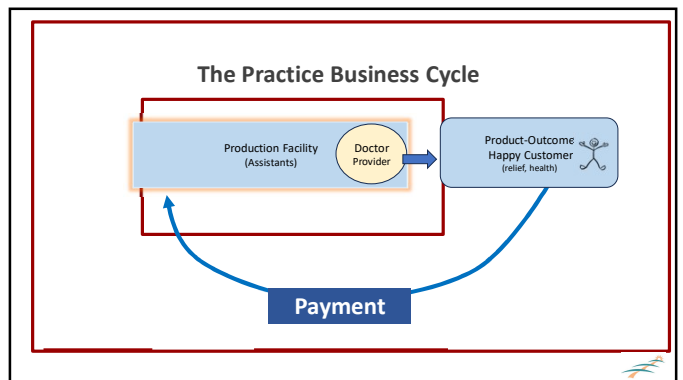
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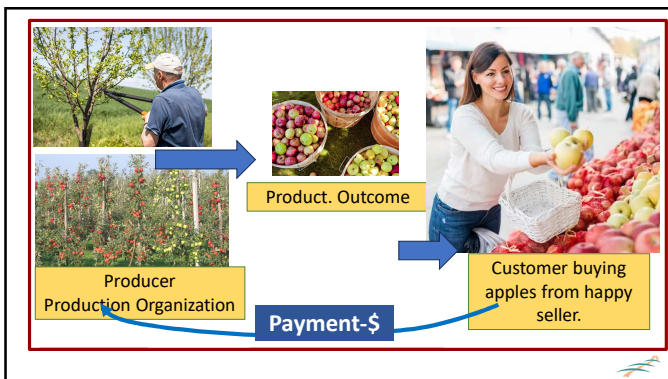
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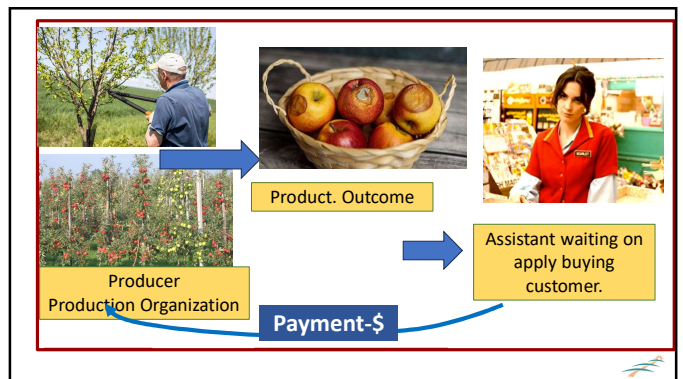
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5



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Service Quality Scale			Patient Experience	Patient Outcome
5	World Class --- mind is blown service	A+	The BEST in the region/State	
4.5	Excellent Service	A	The best in town	
4	Extra Service	B	Better than expected	
3	Adequate Service	C	Fair exchange, but just getting by <small>[Service Quality Threshold - Minimum Level Of Service ]</small>	
2	Minimal Service	D	Barely getting, slowly failing.	
1	Poor Service	F	Out of business soon.	
0				
-5	Criminal service		Something for nothing	

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## WHY IS SERVICE SO IMPORTANT?

**“As customer expectations continue to climb, it becomes more challenging for brands to set themselves apart from the competition.**

**Markets are increasingly crowded, and both price and product are being steadily overtaken by customer experience as the number one brand differentiator.”**

(Microsoft 2018, State of Global Customer Service Report).

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## SERVICE BASICS

### WHY IS SERVICE SO IMPORTANT?

- US consumers say they'll spend 17% more to do business with companies that deliver excellent service.
- Maximizing satisfaction with customer service can increase customer satisfaction by 20 percent, lift revenue by 15 percent and lower the cost of serving customers as much as 20 percent. (McKinsey & Company)
- 86 percent of consumers are willing to pay for an upgraded experience.
- One happy customer can deliver as many as nine referrals. (American Express) •
- A two percent increase in customer retention has the same effect as decreasing costs by ten percent. [Goal Driven Business, Big Shift page 183]

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## SERVICE BASICS

### Bad service? What does it cost?

- A typical business hears from four percent of dissatisfied customers.
- 85 percent of customer churn due to poor service is preventable.
- 89 percent of consumers stop doing business with a company when they experience poor customer service.
- Depending on which study you believe, and what industry you're in, acquiring a new customer is anywhere from five to 25 times more expensive than retaining an existing one.

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### Sample bad service examples

- Waiting for the doors of the office to open at 8 when my appointment is at 8
- Dentist and chairside proficient, but rushed as if other patients are waiting to see them.
- Chiropractor not explaining x-rays or receiving financial plan.
- Phone answered script rote, no interest
- Front desk nice but bored. Second person desk looking away.
- No communication from office. Maybe just happy to get my \$ and move on.
- Received adjustments, but not better.

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## SERVICE BASICS

### The 5 Patient Wants

Based upon surveys, patients want the following from their doctors and health providers:

- 1. QUALITY OF CARE:** Patients prioritize high-quality care from their doctors and health providers. This includes accurate diagnoses, effective treatments, and positive outcomes. They want RESULTS!
- 2. COMMUNICATION:** Patients value clear and effective communication with their doctors and health providers. They want their concerns to be heard, and they want to be well-informed about their treatment options.
- 3. EMPATHY AND COMPASSION:** Patients appreciate doctors and health providers who show empathy, compassion, and INTEREST towards their needs and emotions. They want to feel understood and supported throughout their healthcare journey.
- 4. TIMELINESS:** Patients desire timely access to healthcare services, including appointments, test results, and treatment plans. They value minimal wait times and efficient care delivery.
- 5. PATIENT-CENTERED APPROACH:** Patients want their doctors and health providers to *involve them* in decision-making processes and consider their preferences and values. They appreciate personalized care that respects their individual needs.

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Service Quality Scale			Patient Experience	Patient Outcome
5	World Class --- mind is blown service	A+	The BEST in the region/State	
4.5	Excellent Service	A	The best in town	
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3	Adequate Service	C	Fair exchange, but just getting by	
[Service Quality Threshold - Minimum Level Of Service ]				
2	Minimal Service	D	Barely getting, slowly failing.	
1	Poor Service	F	Out of business soon.	
0				
-5	Criminal service		Something for nothing	

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### Service Quality Threshold

This is the *minimum* level of service quality that must be maintained to meet customer expectations.



4 Steps to the Service Quality Threshold, or minimal level of drinkable coffee



10 Steps to make excellent coffee, way above the minimal threshold.



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### Service Quality Threshold

This is the *minimum* level of service quality that must be maintained to meet customer expectations.

**Front Desk - Day 1 Steps to provide best service**

1	2	3	4	5	6	7	8	9
---	---	---	---	---	---	---	---	---

Threshold

**Billing & Collections - Day 1 Steps to provide best service**

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Threshold


**Doctor - Day 1 Steps to provide best service**

1	2	3	4	5	6	7	8	9	10	11	12
---	---	---	---	---	---	---	---	---	----	----	----

Threshold

**Therapy - Day 1 Steps to provide best service**

1	2	3	4	5	6	7	8
---	---	---	---	---	---	---	---



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### Service Quality Threshold - and Procedural Atrophy

Over time, gradually the steps to provide service *degrade*, or atrophy. Procedural Atrophy is caused by omitting vital service steps for patients that gradually diminish service quality.

**Front Desk - Day 1 Steps to provide best service**

1	2	3	4	5	6	7	8	9
---	---	---	---	---	---	---	---	---

Threshold

**Billing & Collections - Day 1 Steps to provide best service**

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Threshold


**Doctor - Day 1 Steps to provide best service**

1	2	3	4	5	6	7	8	9	10	11	12
---	---	---	---	---	---	---	---	---	----	----	----

Threshold

**Therapy - Day 1 Steps to provide best service**

1	2	3	4	5	6	7	8
---	---	---	---	---	---	---	---



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### SERVICE BASICS

#### What gets in the way of extraordinary outcomes and service?

1. **Your own hubris. Ego.** "We're the best."
2. **Can't see the value.** You've never experienced the pain or the affects of the patient's condition.)
3. **Superficial.** Culture - Our Shallow World. ADHD world. Text world.
4. **Invisible product.** Not selling refrigerator, but health!
5. **You are not yet a Master.** The road to mastery takes time, effort, and discipline.
6. **No Higher Purpose.** "I'm fine with the how are community is doing."
7. **Professional integrity.** Distracted by slight transgressions. E.g. Coming in late.
8. **Poor management.** Last, and at the bottom of all the above factors, is poor management.

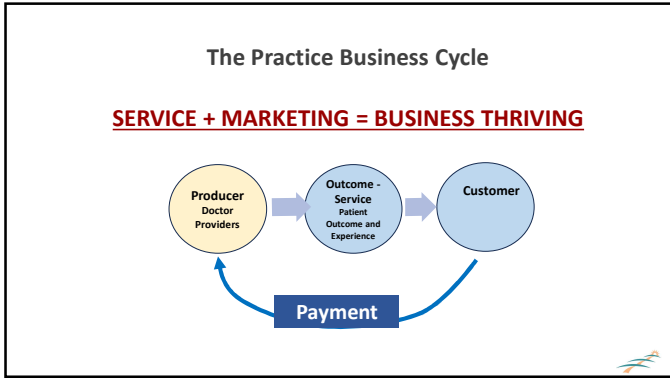
17

### SERVICE BASICS

#### How to improve your service to patients.

1. **Goals Lab. Take time to LOOK.** Review your outcomes and services regularly. How you can improve the 5 Wants of patients.
2. **Monitors. Take time to LOOK.** You can use these monitors, or others, to see if there is improvement:
  - a) Patient Referrals b) Patient Retention (Visits/Ovs) c) # and quality of testimonials -
  - d) Outcome surveys (E.G. Oswestry) e) Patient comments or indicators (+ or -) (report to doctors)
3. **List all the service steps - by day or by service.** Example. Day 1 front desk. Day 1 Doctor.
4. **Schedule training.** Schedule training events for the team and for individual doctor and staff.
5. **Flowchart your process.** Rehearse quarterly to see how to improve service.
6. **Become an expert.** Set a goal to be the best in the world in your specialty. Why not?
7. **Seek to understand others.** Practice live empathetic communication. **BE INTERESTED!**
7. **Office Vibe.** Create an upbeat and supportive work environment
8. **Teach your patients well.** Give your clients information. Educate them!
10. **REMOVE DISTRACTIONS FROM DOCTORS.**
11. **SUPPORT DOCTORS AND PROVIDERS CLINICAL TRAINING,** meetings, collaboration with other doctors, case management with associates.

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**SERVICE BASICS**

WHY IS SERVICE SO IMPORTANT?

We are flooded with ads and marketing and hype. The noise is deafening. Anyone can buy advertising, but...

**Very few clinics produce world class outcomes and service. They are unique. Their services makes them stand out.**



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