Overview
Service excellence is critical to patients, their loved ones and other customers choosing you. Service excellence does not happen by accident. It is the result of purposeful design by leaders who are committed to serving the patient, their families and your other customers. Service excellence starts by placing the patient and your other customers first. You then have to communicate that concept to your team and hold them accountable. This session will give you a how-to guide to educate and enroll your team in service excellence. Service excellence is more than just being nice or just saying yes. As the leader you identify whom your team will serve and then define their core needs and desired wants. During this webinar you will learn how to apply this knowledge to develop strategies to accomplish service delivery that will “WOW” your patients and other customers.

We recognize that service excellence is a collaborative effort between you, your team and other internal partners. We will give you practical tips to foster cooperation to achieve service excellence. In today’s competitive healthcare market, patient satisfaction with service and care is the difference between success and failure.

Target Audience
COOs, CNOs, Department Heads, Hospital Leadership, Nursing Leadership, Nursing Home Administrators, and Other Hospital Professionals Interested in Management

Program Topics
Establish Service Excellence Expectations
- Project a positive image
- Define your service standards
- Set team expectations for excellence
- Determine staff service excellence expectations levels

Create Great Moments of Trust
- Make it service excellence at “first sight”
- Connect at key moments of trust
- Develop service excellence options
- Eliminate irritations

Connect with Partners for Service Excellence
- Team up for service excellence
- Establish process understanding
- Put the patient first

Objectives
At the completion of this program, the participants will be able to:
1. Define core needs and uncover hidden wants by your patients and customers
2. Develop standard operating procedures to deliver consistent exceptional service
3. Foster improved internal collaboration for shared service excellence

Faculty
Lou Benson, PhD is the CEO of Treasure Coast Hospice (TCH) in Florida, a large 3-county agency. Prior to joining TCH he was president of The Benson Group, a consulting firm specializing in healthcare. Dr. Benson brings practical, real work solutions to his audiences. He has delivered thousands of seminars and workshops to healthcare professionals across the country.

Certificates of Attendance
Certificates of Attendance will be issued to all registrants. These certificates should be placed on file at your hospital as evidence of attendance. Certificates of Attendance will not be awarded for recorded sessions.

Registration
$190 for AHA members
Registration includes one Internet connection and one telephone connection at one location and an unlimited number of participants from your organization in one listening room.
Participants should register at least five business days prior to the event to ensure optimal processing of conference materials. To register, please submit the attached registration form. If you have not received an e-mail with instructions via the e-mail provided on the registration form or if you are unable to download or open presentation materials, at least three business days prior to the event, please contact Anna Sroczynski at 501-224-7878, or via e-mail to asroczynski@arkhospitals.org. Without payment (via check or credit card), your registration cannot be processed, and you will not receive connection instructions.

Prior to the event, you will receive instructions and passwords for accessing the event, along with the slide presentation and other resource materials. It is the responsibility of the registrant to download and/or access presentation materials prior to the day of the event.

Cancellation Policy
Refunds, minus a $25 processing fee, will be granted if requests are received in writing by the AHA at least 5 business days prior to the program. No refunds will be issued after that date. Fax cancellation/refund requests to the Education Department at 501-224-0519.

REGISTRATION FORM

Creating Service Excellence:
Generate Enthusiasm to Improve Patient Relations

Webinar T2854 Thursday, August 8, 2013

Registration Fee $190 for AHA members
Registration fee covers one or multiple participants at one location (one connection per registration) and includes one set of instructional materials/handouts. Upon receipt, additional handouts can be copied.

Name and Title of Contact Person ________________________________________________________________
Organization _________________________________________________________________________________
Mailing Address ______________________________________________________________________________
City, State, Zip ________________________________________________________________________________
Telephone _____________________ Fax ___________________ E-mail _________________________________

Method of Payment
Check in the amount of $________ payable to the Arkansas Hospital Association is enclosed.

Credit Card # ____________________________________________ □ Visa □ MasterCard (AmEx and Discover Not Accepted)

Cardholder’s Billing Address (including zip code) ___________________________________________________

Expiration Date _______________ Name on card _________________________________________________
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