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 session 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

Date: August 7, 2014       Time: 9 -10:30 am CDT

Faculty: Dr. Lou Benson has significant experience as a healthcare leader and speaker. For over twenty years, Lou has been regarded as one of America’s finest keynote speakers and seminar leaders. Lou was a health care consultant and professional speaker who worked with organizations experiencing rapid change and reorganization. In 2004, Lou became the CEO of Treasure Coast Hospice and transformed the organization. He recently retired and continues his consulting and speaking activities. Lou brings practical, real work solutions to his audiences. He earned his undergraduate degree from Michigan State University and earned his Ph.D. from the University of Hawaii.

*The speaker has no real or perceived conflicts of interest that relate to this presentation.*

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
Registration:

There is a site fee of $175.00 for NDHA Member Hospitals and $300.00 for Non-members for this course. Member Hospital is referred to as an individual freestanding facility, not a hospital system. The registration fee provides you with one phone number, Web connection and a downloadable handout. Numerous people at one physical site are encouraged to participate in the Web Conference through one registration (utilizing the same telephone/Web connection). If any additional locations or facilities are added into your connection, additional registration fees will be charged. If participants at your site require more than one telephone/Web connection, additional registration fees will be charged.

Prior to the program you will receive an e-mail containing instructions on how to connect to the conference. This e-mail will also contain codes to access the conference call. Advance registration by July 28, 2014 is required to ensure delivery of instructional materials. A late fee of $25.00 will be charged for any registrations after this date. This fee is necessary, as we are being charged a late fee for any last minute registrations that require an overflow line on the bridge. If you do not receive an e-mail from Linda Simmons prior to the program with your handouts and dial-in information, please contact her at 701-224-9732.

Please contact Linda Simmons at 701-224-9732 or lsimmons@ndha.org for further information. You may register by fax (701) 224-9529, online at http://www.ndha.org under Education or by mail PO Box 7340, Bismarck ND 58507.

Registration fees are non-refundable unless notice of an individual's cancellation is received at NDHA five working days prior to the event, in which case a cancellation fee of $50.00 will be deducted from your registration fee. If notice of cancellation is received after this date, there is no refund. You will be billed whether or not you attend the program.

2920 Creating Service Excellence 08/07/2014

Facility _______________________________________________________________

Contact Name/Title______________________________________________________

E-Mail ________________________________________________________________

Phone Number _________________________________________________________