

Course Description

In order to provide 5-Star service, staff will learn simple behaviors to increase patient satisfaction in this instructor-led video presentation.

Purpose

To maximize staff customer service knowledge and skills. Staff members who are properly trained and demonstrate professional service skills can improve patient satisfaction and loyalty. This helps the medical group retain patients, improve patient experience and enhance the overall quality performance.

Learning Objectives

By the end of the session, participants will be able to:

- Define the five elements of C.L.E.A.R.
- Demonstrate the five fundamentals of C.L.E.A.R. communication.
- Incorporate C.L.E.A.R. communication into their daily practice.

Target Audience

- Licensed vocational nurses
- Medical assistants
- Office managers
- Registered nurses
- Other administrative personnel

Training Time and Set Up

- Set Up: 15 to 30 minutes
- Training: 30 to 35 minutes

Required Materials

- Class notes
- Evaluation form
- Handouts/tip sheets
- Ice breaker toolkit
- Interactive activities
- Sign-in sheet
- Slide deck
- Treats (such as candy) **Optional**

Expected Outcome

At the end of this training session, staff members will be able to: identify the C.L.E.A.R elements of customer service, implement the C.L.E.A.R. methods of communication and integrate these skills and techniques into their daily practice.

Discussion Prompts

- Think back to the last time you went to a doctor's appointment. What was it like? Share with us the good, the bad and the ugly. If it was a bad experience, explain why. If it was wonderful, explain how.
- What would be your idea of the perfect experience for you as a patient (or for your children, parents or spouse)? Imagine the situation and design the "perfect scenario/script" for the event.

INTERACTIVE TECHNIQUES

Red card/green card. This is similar to red light/green light that you may have played as a child. Red means "Stop" or "No" while green means "Go" or "Yes."

For example: "When trying to connect with patients, have you ever called a patient 'Madam' or 'Sir' rather than their using their names?" If someone holds up a green card (yes), ask him or her to explain what happened and why he or she didn't use the patient's first or last name.

The toolbox. The toolbox provides the trainer with items that can be used to develop ice breakers or develop interactive activities. These "tools" should be used to get a class started and get people engaged. The contents of the toolbox include:

- Candy
- Legos
- Little soft balls
- Pads
- Pens
- Pipe cleaners
- Play-Doh
- Red and green cards