

 **Call Medical Match** for Colorado staffing and background checks. **303-980-1000**

## Customer Service

So there we were comparing DVD players, cash in pocket, ready to buy. After being ignored at 3 big box stores, a fourth salesman did everything right: attentively greeted, interacted, answered questions, and completed the sale.

Customer service is a whole, thoughtful process. A medical front office staff might respond to patients this way:

1. **GREETING** As a patient walks in the door, an employee **smiles** with a friendly welcome. Trained and responsive, she speaks clearly and **calls the patient by name**. She guides the patient through the organized check-in process and answers any questions. She confirms the patient's contact information.
2. **WAITING** The patient is invited to relax in a comfortable chair in a clean area, and is told about refreshments, reading materials, music headsets, telephone access, laptop plug-ins, and restrooms. Quiet music is in the background. Lighting is good. Live plants and an aquarium add to the atmosphere. **The patient is informed if there will be any delays**. The children's area is separate and sound muffled.
3. **SERVICES** The patient is accompanied to an exam room at the scheduled time. The provider describes what will be happening, **answers any questions** and gives follow up materials to the patient.
4. **FINISHING** The check out process is organized and simply completed, return appointment confirmed, postcard addressed, suggestion card filled out, and prescriptions called in. The last personal contact is important. **"Is there anything else we can do for you today?"** Would you like some handouts about our other services to give to your friends? Thank you for coming in today."

**Why bother with improving customer service?** Alert businesses know that by paying attention to the service details, they attract client loyalty away from impersonal organizations. Good customer service reflects in happy consumers, repeat business, a positive reputation, and increased financial income to the company. Local author and public speaker Don Gallegos, former president of King Soopers wrote, Win The Customer, Not the Argument, Enjoy his experiences and the useful conclusions.

## Sexual Harassment Law Change

On Feb 22, 2005, the US Supreme Court ruled that an employer is *not* automatically shielded from sexual harassment lawsuits brought under Title VII of the Civil Rights Act of 1964.

## Control Negative Behavior

Negativity in the workplace shows in many ways: nasty comments, intimidation, bullying, hidden weapons, drinking on the job, theft, physical violence, threats of future harm, etc. **An employer's responsibility is to lead by example and to maintain a safe workplace.** So what do you do? Have a well-lighted and secure environment. Hire wisely: screen employees with background and reference checks. Educate the staff on warning signs of violence and the policies for responding to aggressive behaviors. Post important phone numbers. **Be intolerant of negative behavior** and address the issues immediately. Listen to the principals and witnesses. Advise, warn, refer to professionals, and, if necessary, fire the source of negative behavior. Conduct exit interviews. Always document everything.

**An employee's responsibility is to work as a cooperative, productive team member.** If observing negative behavior, protect the workplace by following policies and reporting events. Be part of the solution.

## Who Said....?

"19% of doctors say that they'd be able to give their patients a lethal injection...but the patient would have to be really, really behind on payments." Jay Leno

"My therapist told me the way to achieve true inner peace is to finish what I start. So far, I have finished 2 bags of M&Ms and a chocolate cake. I feel better already." Dave Barry 