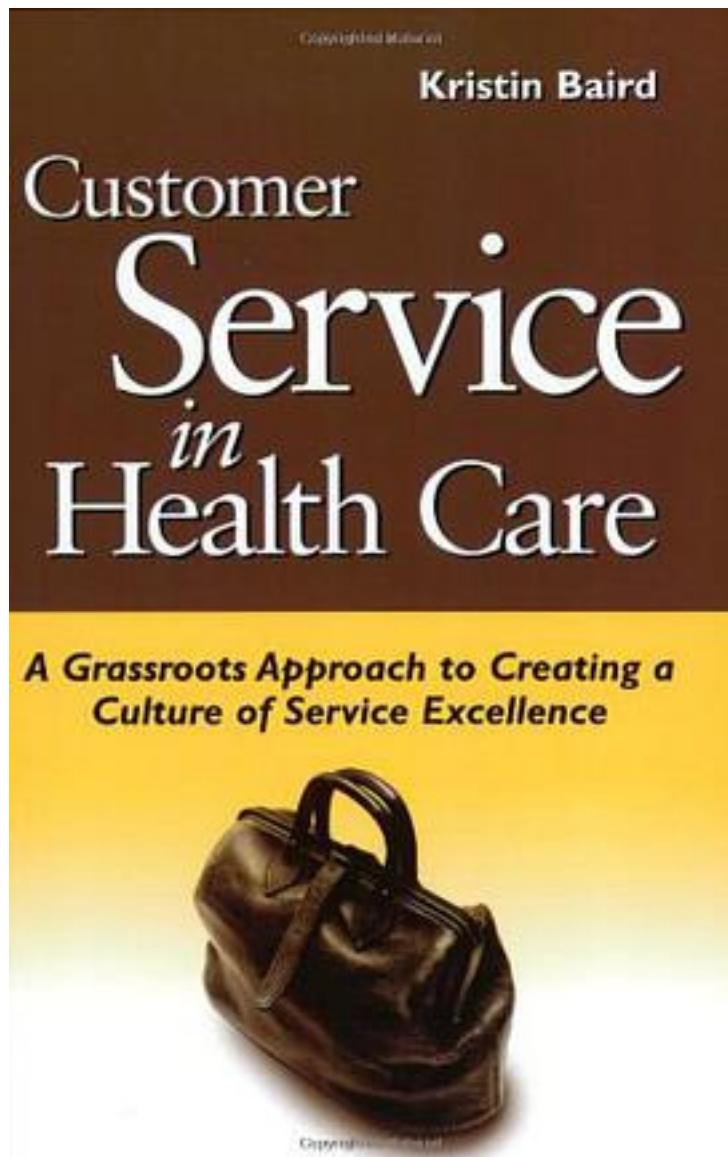


Customer Service in Health Care



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Research confirms that it is six times more costly to attract a new customer than it is to retain an existing one. Creating a culture of service excellence requires planning, preparation, and persistence. "Customer Service in Health Care" is designed to provide readers with the fundamental information and skills to start or strengthen a customer service initiative within a health care organization. This book concentrates on action as opposed to theory. It offers a practical, step-by-step process for creating a culture shift toward customer service excellence at all levels of an organization, and presents the essentials to improving performance that will bring the individuals closer to the mission, values, and standards. Chapters focus on: Tools for establishing and measuring customer service team goals; creating customer service standards unique to your organization; tips on training sessions; Strategies for maintaining top-of-mind awareness of customer service among employees; customer service techniques for physicians and nurses; an overview of customer service as an essential component of business development and marketing.

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