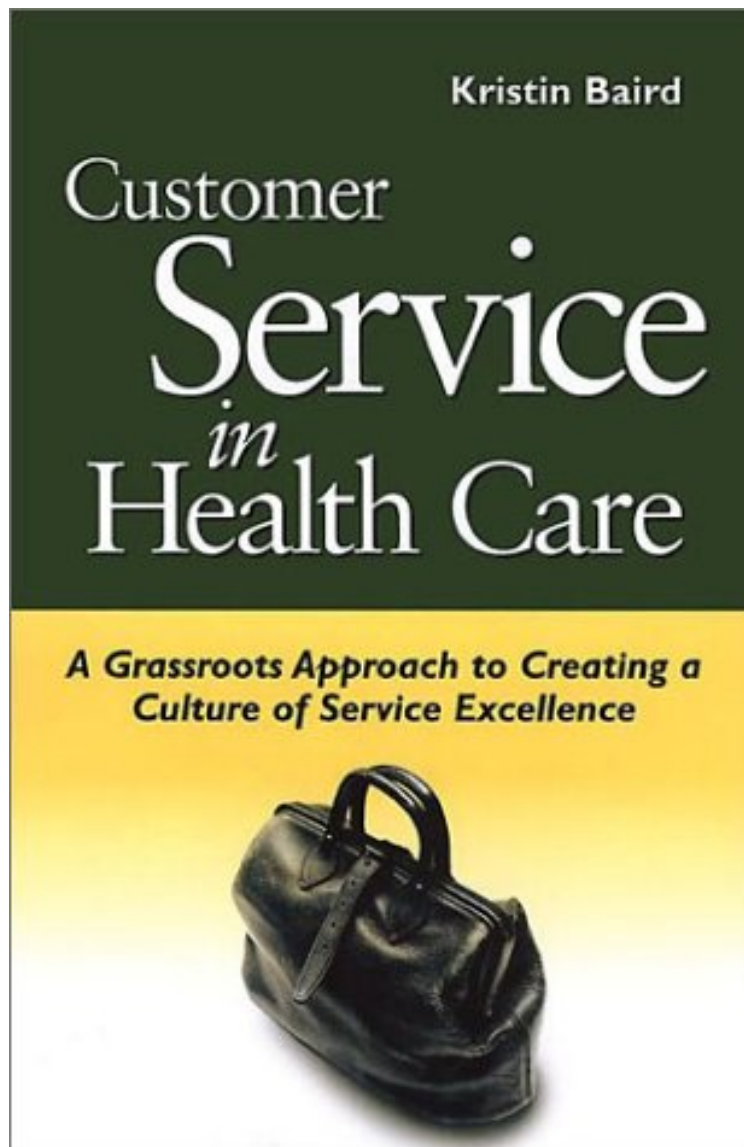


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## Customer Service in Health Care: A Grassroots Approach to Creating a Culture of Excellence (AHA Press) (J-B AHA Press)

*Kristin Baird*

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Create Your Own Culture of Service Excellence Customer Service in Health Care 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.

"The challenge of creating a thoroughly customer-orientated culture in a health care organization is so much more fundamental than sending a few people off to the 'Disneyfied'. . . The challenge, however, can be met--as this book demonstrates--if leadership appreciates the key role of middle managers and, as the author so wonderfully says, builds the culture 'from the ground up.' Filled with examples, techniques, and tips, the author comes from and speaks to the real world." —Terrence J. Rynne, president, Rynne Marketing Group, author of *Healthcare Marketing in Transition*  
About the Author Kristin Baird is president of Baird Consulting, Inc., and vice president of business development and marketing for Watertown Memorial Hospital in Watertown, Wisconsin. She lives in Fort Atkinson, Wisconsin.