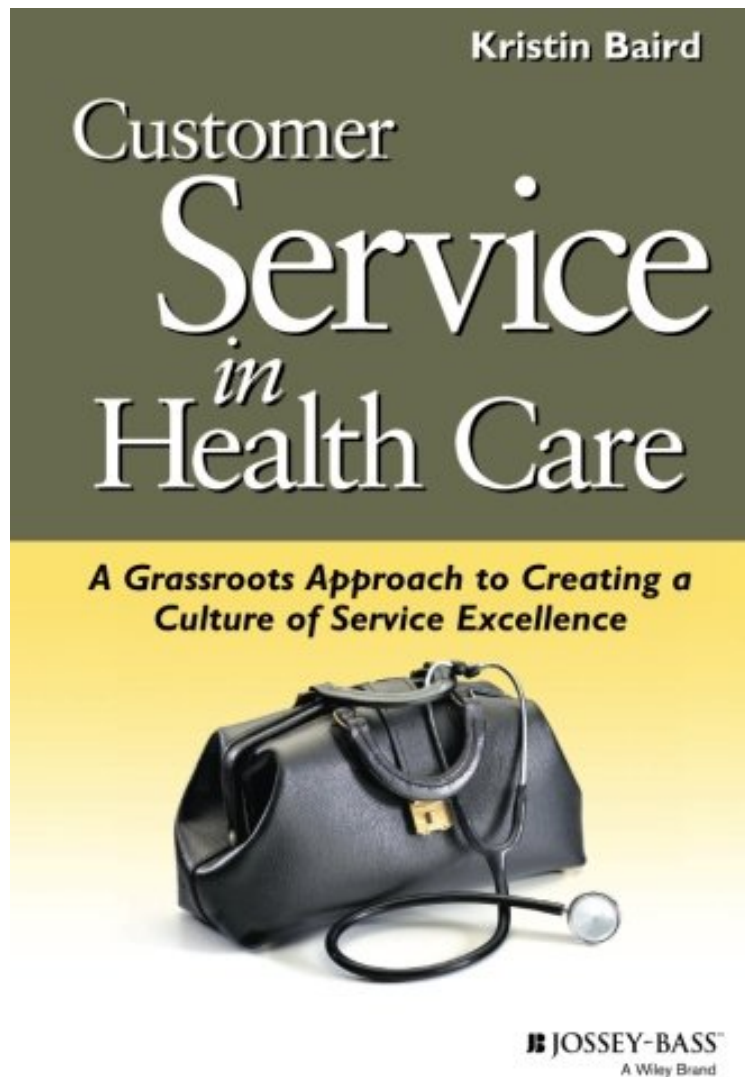


(Download pdf ebook) Customer Service in Health Care: A Grassroots Approach to Creating a Culture of Service Excellence

## Customer Service in Health Care: A Grassroots Approach to Creating a Culture of Service Excellence

*Kristin Baird*

*ebooks | Download PDF | \*ePub | DOC | audiobook*



DOWNLOAD



READ ONLINE

#646749 in Books Kristin Baird 2000-06-29 2000-06-29 Original language: English PDF # 1 8.94 x .46 x 5.941, .49 #File Name: 0787952516250 pages Customer Service in Health Care A Grassroots Approach to Creating a Culture of Service Excellence | File size: 37.Mb

**Kristin Baird : Customer Service in Health Care: A Grassroots Approach to Creating a Culture of Service Excellence** before purchasing it in order to gage whether or not it would be worth my time, and all praised Customer Service in Health Care: A Grassroots Approach to Creating a Culture of Service Excellence:

0 of 0 people found the following review helpful. Great book for any healthcare worker. By Nancy Luna  
A must read for anyone in health care. It's not an easy field and everyone can use the advice.  
0 of 0 people found the following review helpful. Grass roots. By Alicia Shell  
Great book for basic customer service training. 0 of 0 people found the following review helpful. Four Stars  
By sandy barrett  
Great reference guide. Full of good ideas.

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

"Cheerful, down-to-earth, and widely experienced, Baird has written a well-organized, readable book with a can-do messagehellip;" (AORN Journal, 6/1/2004, Vol 70, No. 6) "Read this book for an action-oriented approach..." (The Healthcare Collaborator, August 2001) "A wonderful guide that every manager can use. Kristin Baird's advice helps health care leaders understand the need for great customer satisfaction." mdash;Stephanie G. Sherman, author, *Total Customer Satisfaction* "Combines the inspiration of 'why to focus' on customer services with the real-life 'how-tos'. An excellent road map for health care leaders that provides direction and milestones in the journey toward a great customer service!" mdash;Quint Studer, president, Baptist Hospital, Inc., of Pensacola, FL "The challenge of creating a thoroughly customer-orientated culture in a health care organization is so more fundamental than sAnding a few people off to the 'Disneyfied'.... The challenge, however, can be metmdash;as this book demonstratesmdash;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." mdash;Terrence J. Rynne, president, Rynne Marketing Group, author of *Healthcare Marketing in Transition*  
From the Inside Flap  
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 proces 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.