



10 SECRETS

TO GREAT PATIENT SATISFACTION SCORES

- 1** → **Develop the skills that are measured.** All patient satisfaction surveys, including Medicare CAHPS surveys (H, HH, NH, Group), primarily ask patients how well they were respected, listened to, informed, and assured. These skills can be developed only in a real skills-learning program, such as Patient's VOICE one-hour Skill Clinics.
- 2** → **Develop highly correlated skills.** Research on two million patient surveys shows that patient satisfaction is most correlated with experiencing empathy, resolved complaints, and shared decision-making—complex skills that research shows aren't easily learned on-the-job, but require behavior modeling, practice, and feedback.
- 3** → **Implement interaction standards.** All world-class hotels, call centers, and service businesses use behavioral interaction standards for greeting, orienting, asking, explaining, resolving, and concluding—such as the 76 standards found in the Skills Clinics.
- 4** → **Say The Ten Magic Words.** Patients respond to the words that signal respect, courtesy, kindness, and responsiveness such as please, thank-you, and their own name. The Skill Clinics teach how to weave all Ten Magic Words into every patient interaction.
- 5** → **Use Soft Requests.** Patients' experience of healthcare can seem order-driven and impersonal: *Take this, Sit over there, Fill this out, You need to, You have to.* Just by simply rephrasing requests and instructions, healthcare professionals can be more sensitive and more persuasive. The Skill Clinics show how.
- 6** → **Stop saying No, and I can't.** These instantly break trust and deflate hope. The Skill Clinics teach the I-Can Response: No matter how tough the request, the best response to build trust is: What I can do is...
- 7** → **Learn to speak well.** It builds credibility and comfort when your staff speaks well of the organization and its people. And when they speak well of the patient, it leads to good feelings and collaboration. Speaking well is part of every Skill Clinic interaction.
- 8** → **Apologize.** The perception in healthcare is often that apologizing is the same thing as admitting a mistake was made. The Skill Clinics show how to apologize to calm emotions and build trust—in risk-free ways.
- 9** → **Make waits and hand-offs seamless.** Patients' perception of healthcare is of endless waiting: for appointments, for procedures, and for professionals. The Skill Clinics show how to build Bridges across waits and holds, and how to use warm hand-offs to create a seamless, positive patient experience.
- 10** → **Conclude completely and warmly.** Final impressions affect your CAHPS ratings. The six Skill Clinic concluding steps enable your people to uncover final needs, confirm next steps, provide complete information, and create a memorable, good impression.

For details and samples of Skill Clinics click: Info@CustomerFocusInc.com (include phone in email)

