



**WEBINAR:**  
**CREATING SERVICE EXCELLENCE AND  
PATIENT RELATIONS**

**Thursday, August 26, 2010 / 10:00-11:30 AM EDT**



Do your staff members have the same commitment to service excellence that you do? Do they put the patient first?

Service excellence starts with understanding the needs and wants of your patients and then developing strategies to accomplish service delivery.

Service excellence is also a collaborative effort between your team and other internal partners. Without all of you working together you will not be able to achieve service excellence.

Clinical quality and productivity are important measures of success. Patient and family member satisfaction with service and care is equally important.

**Program Topics:**

***Create Service Excellence***

- Project a Positive Image
- Define Your Service Standards
- Set Expectations for Commitment

***Communicate Caring Approach***

- Determine Staff Motivational Levels
- Service at “First Sight”

***Create Great Moments of Trust***

- Identify Key Moments of Trust
- Define Service Excellence Options
- Eliminate Irritations

***Connecting with Partners for Service Excellence***

- Team Up for Service Excellence
- Establish Process Understanding
- Put the Patient First!

**Objectives:**

- Describe ways to create a service excellence commitment among staff.
- Discuss how to develop standard operating procedures to deliver exceptional service.
- List techniques for better internal collaboration.

**Target Audience:** CEOs, COOs, CMOs/VPAs, CNO, nursing leadership, hospital leadership, department heads, TJC coordinators, safety officer and staff, performance improvement staff, risk managers, patient advocates, those interested in management, professional staff nurses, and nursing home administrators

**Faculty:** Lou Benson, PhD, CEO, Health and Palliative Services, Treasure Coast, Florida. Prior to joining Treasure Coast Hospices, Benson was president of The Benson Group, a consulting firm specializing in healthcare. Lou brings practical, real work solutions to his audiences. He has delivered thousands of seminars and workshops to healthcare professionals across the country.



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Prior to the event, you will receive a file with the link to the webinar, call-in (bridge) phone number, and link to the handout. You are encouraged to make enough copies of the handout for all the participants at your hospital. If you have not received an e-mail with instructions via the e-mail you provided on the registration form or if you are unable to download or open presentation materials, at least three (3) business days prior to the event, please contact Mary Hofbauer Brown at 410.796.6204 or via e-mail to mhbrown@mhaonline.org.

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