

CUSTOMER SERVICE STRATEGIES FOR THE HEALTHCARE ENVIRONMENT



Online
Course

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Introduction

To stay truly competitive in today's health care environment, customer-facing organizations understand the value of making service a priority. To help you better serve your members, clients, and customers, the **Customer Service Strategies for the Health Care Environment** online course provides you with the tools to turn your team into customer service stars, so your entire organization benefits.

Suitability

This course is suitable for:

- Account managers
- Business solutions specialists
- Call center employees
- Consumer and customer advocates
- Customer service representatives
- Eligibility business analysts
- Managers
- Technical advisors

Learning Objectives

On completion of this course, you should be able to: -

- How to create a customer-driven organization;
- Discover time-tested strategies for improving relationships with customers, including how to address the most common customer complains;
- Become a better manager: learn how effectively manage and tap into the skills of today's multi-generational workforce;
- Get a solid overview of the accreditation process and how it relates to customer service
- Define leadership qualities and the roles of effective leaders;
- Explore new methods for monitoring problem areas;
- Take home new tools for analyzing business service cycles;
- Practice smart tactics for more effective communication; and
- Remove the barriers to outstanding service.

Module 1: The Fabric of the Health Care Industry

Learning Objectives

On completion of this module, you will be able to: -

- Identify factors that are reweaving the fabric of the health care industry;
- Understand the purpose of health insurance exchanges; and
- Describe emerging players, innovations, and potential outcomes for consumers.

What is Covered

- Big Name Players, Emerging Technologies
- Business Challenges in a Changing Environment

Module 2: The Business Philosophy of an Outstanding Health Care Organization

Learning Objectives

On completion of this module, you will be able to: -

- Identify who is responsible for delivering quality customer service,
- Understand why a sound business philosophy focuses on the customer, and
- Recognize key elements essential to all interactions with customers.

What is Covered

- Customer Service Is Everyone's Issue
- Colleagues Are Customers too
- Practice Leads to Perfection
- Outstanding Service Requires Consistency
- Common Traits of Outstanding Service Providers
- Review Your Mission Statement

Module 3: Customer Service That Makes a Difference

Learning Objectives

On completion of this module, you will be able to: -

- Identify primary reasons customers maintain business relationships;
- Recognize the value of consistent quality service; and
- Understand the complexity of the customer, who is often an unwilling participant in the health care system.

What is covered

- Competition Brings Out Your Best
- How to Become a Preferred Business or Health Care Provider
- Customer Service as a Way of Life
- Keep It Simple and Sincere
- Why Customers Come Back
- Value and Reward Positive Business Habits
- Empathy Is a Great Personal Attribute
- Working with First-Time Buyers

Module 4: Customer Service: Your Most Important Product

Learning Objectives

On completion of this module, you will be able to: -

- Understand how customers perceive and evaluate your service;
- Identify factors that may influence your interactions with customers; and
- Explain why limiting the number of customer contacts within your company may ultimately enhance customer satisfaction.

What is Covered

- Service is produced at the time the product/program is delivered to the customer
- Service cannot be sold as an item or as a packaged product
- Since service cannot be recalled, apologies are usually the only means of recourse

Module 5: Cultural Competency: Embracing Diversity and Inclusion

Learning Objectives

On completion of this module, you will be able to: -

- Define the concept of *cultural competency* and its positive effect on health care consumers;
- Grasp how changes in U.S. demographics will impact the business environment;
- Understand the need to embrace *diversity* and foster *inclusion* in the delivery of quality service;
- Recognize the variety of ways human beings are both different and yet very much alike;
- Know the basic needs all individuals share and how to satisfy those needs in the context of your work; and
- Learn and apply techniques for communicating and conducting business more effectively in a diverse world.

What is Covered

- What Is Cultural Competency?
- Demographic Trends in the United States
- Keys to Embracing Diversity and Inclusion
- The Head: The Business Imperative
- The Heart: It's the Right Thing to Do
- The Hands: Actions to Build Diversity and Inclusion
- Stereotypes, Unconscious Biases, and Assumptions about People
- Unconscious Biases: Examples of Stereotyping
- Questions to Ask Yourself; Practical Strategies to Apply

Module 6: Tear Down the Seven Barriers to Outstanding Customer Service

Learning Objectives

On completion of this module, you will be able to: -

- Identify obstacles in your business operations,
- Understand the need for coordinating customer services, and
- Evaluate the impact of employee indifference.

What is Covered

- Barrier #1—Policies That Exist for the Control and Convenience of the Organization
- Barrier #2—Failure to Coordinate Services
- Barrier #3—Powerless Employees and Decision Makers Who Have Little Contact with Customers
- Barrier #4—When the Top Company Priority Is Cost Containment
- Barrier #5—Indifferent and Unmotivated Employees
- Barrier #6—Failure to Listen and Learn from Colleagues
- Barrier #7—The Impression That Customer Service Is a Job Responsibility for Only a Select Few Employees

Module 7: Strategies for Delivering Quality Service

Learning Objectives

On completion of this module, you will be able to: -

- Recognize the importance of the first interaction with the customer,
- Incorporate effective customer service strategies into your business,
- Know what to ask a customer to determine his or her special needs, and
- Understand the difference between perception and reality in the mind of the consumer.

What is Covered

- Service That Impressed You
- What Do Health Care Customers Want to Know?
- Difficult Questions
- Check Your Listening Techniques
- Terms That Cause Customer Service Problems.
- Create a Glossary for Your Office
- Letting Customers Know They Are Important
- A Customer Gratitude Check
- Your Mistakes and Actions

Module 8: Adapting Your Message for Today's Affordable Care Marketplace

Learning Objectives

On completion of this module, you will be able to: -

- Understand why companies are judged by the “sound” of their e-mail,
- Acknowledge that customers are technologically diverse,
- Master the intricacies of effective e-mail and text messaging,
- Identify communication hazards to avoid, and
- Recognize the importance of calling your customer.

What is Covered

- Customers Are Technologically Diverse
- Intricacies of Effective Messaging
- Communication Hazards to Avoid
- Tips on Content and Format

Module 9: Tools for Clear Communication

Learning Objectives

On completion of this module, you will be able to: -

- Understand the effect of language and tone of voice in spoken communications,
- Define the value of clarity in delivering the customer's message, and
- Know the essential information to provide every customer.

What is Covered

- Frequently Asked Questions
- Difficult Terms
- Customer Education Materials

Module 10: When Nothing You Do Seems to Work

Learning Objectives

On completion of this module, you will be able to: -

- Recognize the importance of a timely apology,
- Describe ways to continue communicating with your customers, and
- Understand how easy it is to create customer problems.

What is Covered

- Recognize that even with the best intentions, things can go wrong.
- Be prepared to acknowledge a mistake.
- Learn to say you're sorry.
- Accept that some customers are difficult to please.
- Put your apology in writing.
- Be willing to go the extra mile.
- Keep communicating with your customer.
- Help your customer understand all the details.
- Maintain your integrity

Module 11: Telephone Strategies

Learning Objectives

On completion of this module, you will be able to: -

- Understand the importance of using the same telephone greeting consistently;
- Know the essentials for taking and delivering phone messages and promptly retrieving voice mail messages; and
- Recognize the need to concentrate on what the caller says and to follow up when you don't have all the information.

What is Covered

- "I would answer the phone but I don't know what to say."
- "I don't know how to transfer a call."
- "I don't know how to locate people within the organization."
- "I'm afraid they'll ask something I know nothing about."

Module 12: How to Learn About Your Customer

Learning Objectives

On completion of this module, you will be able to: -

- Develop strategies for gathering customer information,
- Recognize the value of collecting and analyzing data, and
- Identify and discuss the use of customer survey methods.

What is Covered

- Develop an account assessment system.
- document the organizational structure of your customer's company.
- Create a customer needs assessment.
- Develop written customer service surveys.
- Conduct telephone interviews with your customers.
- Schedule face-to-face interviews with your customers.
- Keep your customers informed.

Module 13: How to Verify the Quality of Your Services

Learning Objectives

On completion of this module, you will be able to: -

- Describe the value of direct contact with your customers,
- Understand how customers can help you improve your service, and
- Identify strategies for verifying the quality of your service.

What is Covered

- Verify that you have given correct information about products or services.
- Call your customers within 24 hours of the delivery of a service or product.
- Verify that you have sent the correct information or products.
- Provide each customer with survey options.
- Ask for recommendations for improving your service.
- Evaluate the service delivered by your competitors.
- Evaluating Your Competitors

Module 14: How to Analyze the Service Cycles of Your Business

Learning Objectives

On completion of this module, you will be able to: -

- Understand how each department interacts with the customer,
- Identify potential service blocks and challenges, and
- Create a flowchart depicting the service cycle.

Module 15: Criteria for Evaluating the Quality of Service

Learning Objectives

On completion of this module, you will be able to: -

- Identify criteria that customers use to evaluate a company,
- Define criteria for service analysis, and
- Increase your awareness of competency problems.

What is Covered

- Appearance
- Reliability
- Responsiveness
- Communication
- Competence
- Courtesy
- Understanding

Module 16: How to Monitor Four Key Problem Areas

Learning Objectives

On completion of this module, you will be able to: -

- Understand the value of checklists for monitoring the quality and consistency of your service;
- Identify four key problem service areas and develop monitoring techniques; and
- Recognize the need to prepare and distribute clear educational instructions for patients along with pertinent details about your company.

What is Covered

- Monitor #1—On-Time Delivery of Proposals or Products
- Monitor #2—Tracking and Reporting
- Monitor #3—Handling Problems and Complaints

- Monitor #4—Provide Pertinent Company information

Module 17: How to Manage Your Customer Service Operation

Learning Objectives

On completion of this module, you will be able to: -

- Identify leadership qualities to look for in a customer service program director,
- Review selection criteria for the customer service committee, and
- Define how standards should be developed and instituted.

What is Covered

- Assess the need.
- Appoint a customer service program director.
- Form a customer service committee.
- Keep your meetings productive.
- Solicit employee feedback.
- Set customer service standards.
- Start off with training to prepare employees for new standards.
- Test the process.
- Maintain documentation.
- Make adjustments and retrain your colleagues.

Module 18: Building a Customer Service Team That Works

Learning Objectives

On completion of this module, you will be able to: -

- Recognize teamwork as integral to quality customer service,
- Understand and employ strategies for team building, and
- Identify team players and their roles with customers.

What is Covered

- Team members include leaders, thinkers, followers, and planners.

Module 19: Negotiating with Your Health Care Customer

Learning Objectives

On completion of this module, you will be able to: -

- Define the elements of a winning negotiation,
- Outline the critical factors in the negotiation process, and
- Understand how good negotiators think and operate.

What is Covered

- What is win-win negotiating?
- What are the three stages of every negotiation?
- What are three critical elements in any negotiation?
- What are four negotiating styles?
- What are the characteristics of a good negotiator?
- The Mind of the Negotiator
- Strategies for Winning the Negotiation
- The Six Components of a Winning Deal
- Negotiation Is Not Always a Smooth Course

Module 20: Creating Efficiency in Your Health Care Business Environment

Learning Objectives

On completion of this module, you will be able to: -

- Define the goals for improving efficiency,
- Recognize the value of keeping records current and organized, and
- Understand the importance of doing it right the first time.

What is Covered

- Attack the large mound of paper and files and determine priorities
- Consider a coding system for easier identification of files.
- Review and contact business associates and customers for updated information.
- Ensure your ability to access information quickly.
- Dedicate yourself to doing it right the first time.

Module 21: The Management Challenge: Hiring Right, for the Right Reasons Makes All the Difference

Learning Objectives

On completion of this module, you will be able to: -

- Develop effective strategies for recruiting and hiring,
- Identify resources and strategies for attracting prospective candidates, and
- Evaluate employee qualifications and recognize red flags in the hiring process.

What is Covered

- How to Find the Right Person
- How to Avoid Hiring the Wrong Person

Module 22: Developing a Customer Service Training Program

Learning Objectives

On completion of this module, you will be able to: -

- Understand why you should promote customer service training,
- Outline steps for creating a training program,
- Recognize the value of maintaining training records, and
- Realize the importance of documenting what employees learn.

What is Covered

- Why develop a customer service training program?
- Promote commitment to customer service at all levels of the organization.
- Develop training modules for your program.
- Follow these steps for designing customer service training sessions.
- Maintain employee training records.
- Invite employee feedback.

Module 23: The Impact of a Complaint

Learning Objectives

On completion of this module, you will be able to: -

- Explain why all customer complaints should be taken seriously,
- Understand the impact of every complaint, and
- Compare costs and benefits of retaining versus losing customers.

Module 24: The Most Common Complaints

Learning Objectives

On completion of this module, you will be able to: -

- Identify common customer complaints,
- Understand the impact of passing or sharing the blame, and
- Determine the sources and resolutions of customer problems.

Module 25: The Value of a Complaint

Learning Objectives

On completion of this module, you will be able to: -

- Understand how complaints can affect company image,
- Discuss the positive impact of a complaint,
- Outline what to do when you first hear about a problem, and
- Recognize the importance of tracking all complaints.

Module 26: Comments to Avoid Saying to Customers

Learning Objectives

On completion of this module, you will be able to: -

- Identify comments that confuse or upset customers,
- Understand how customers misinterpret remarks, and
- Recognize and avoid statements that can create customer hostility.

Module 27: Solutions to Customer Complaints

Learning Objectives

On completion of this module, you will be able to: -

- Develop effective approaches to problem solving,
- Learn to verify information, and
- Understand the value of courtesy.

Module 28: Problem Solving Strategies

Learning Objectives

On completion of this module, you will be able to: -

- Understand the value of customer involvement in addressing problems,
- Recognize the importance of reaching an agreement with the customer, and
- Describe the three stages for solving a problem.

Module 29: Accreditation, Provider Impact, and Customer Service

Learning Objectives

On completion of this module, you will be able to: -

- Distinguish how accreditation differs from licensing;
- Know what accreditation means to consumers and employers;
- Understand why health plans and providers seek accreditation;
- Name and describe the various components in the accreditation process;
- Identify assessment tools used for quality performance measurement; and
- Recognize the value accreditation brings to customer service.

What is Covered

- Quality Assurance vs. Quality Improvement
- Who Sets the Standards?
- Accrediting Entities, Processes, and Practices
- The Value of Accreditation
- The Accreditation Process
- Surveyors and Their Work
- The Value Accreditation Brings to Customer Service
- The Value of Accreditation to Overall Delivery of Health Care
- Assessment Tools Designed to Improve Overall Health Care
- Why Companies Seek Accreditation

Module 30: How Accreditation Affects Customer Service

Learning Objectives

On completion of this module, you will be able to: -

- Identify ways health care organizations comply with industry standards.
- Understand how health plans collect consumer information.
- Recognize trends surveyors identify in reviewing customer complaints and appeals.
- Define criteria accrediting agencies use for assessing readability.

What is Covered

- Customer Service: Your Most Important Product
- Tear Down the Seven Barriers to Outstanding Customer Service
- Strategies for Delivering Quality Service
- Tools for Clear Communication
- When Nothing You Do Seems to Work
- How to Verify the Quality of Your Services
- Criteria for Evaluating the Quality of Service
- The Value of a Complaint



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