



Providing Exceptional Customer Service

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Course Agenda

- Who the Disney Family Cancer Center's customers are
- What "customer service" means at the Disney Family Cancer Center
- Understanding your patients
- The Moments of Truth for a Disney Family Cancer Center patient
- The AIDET approach to patient interactions
- Establishing rapport
- Listening
- Showing empathy
- Behaving in accordance with Core Values
- Recognizing and reacting to patient frustration
- Resolving patient complaints
- Effective communication
- Role play

Understanding Your Patients

In order to proactively provide exceptional service to patients, we need to understand them. That is, we need to make an effort to figure out what a patient needs, wants, expects, and feels before we know how best to serve him or her.

Needs: What is the primary reason the patient is coming to the Disney Family Cancer Center?

Wants: What is the patient’s deeper purpose? What is he/she looking for, beyond the obvious?

Expectations: Based on previous experiences or general knowledge, what does the patient think will happen?

Emotions: What feelings is the patient experiencing?

Profile of an Oncology Patient:

| | |
|---------------------|--|
| Needs | |
| Wants | |
| Expectations | |
| Emotions | |

Activity: Understanding Your Patients

Working alone, identify your patient's needs, wants, expectations, and emotions.

Patient Name: _____

| | |
|---------------------|--|
| Needs | |
| Wants | |
| Expectations | |
| Emotions | |

Now, discuss your answers with your group. Which answers are the same across the group? Which are different? What is the reason for those differences?

Understanding Your Patients: “Profile Cues”

You have to look for cues in order to understand a patient’s profile.

| | WHAT DO YOU LOOK FOR? AND WHERE DO YOU LOOK? |
|--------------|--|
| Needs | |
| Wants | |
| Expectations | |
| Emotions | |



If in doubt, ask!