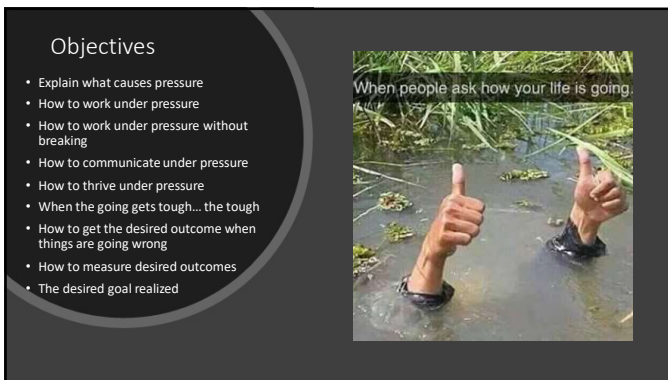
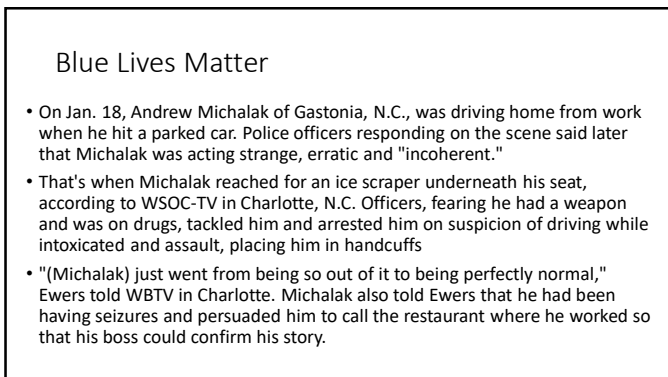


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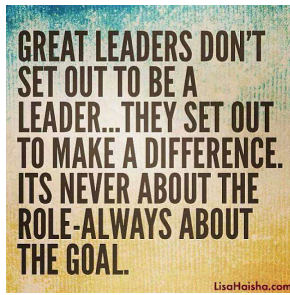
- Ewers, who told WSOC he has been trained to spot physical illnesses, decided to drop the charges against Michalak and instead recommended that he see a doctor.
- Not long after that, Ewers, along with other members of the Gastonia police department, received thank you notes from Michalak.
- As it turns out, Michalak did visit a doctor, who informed him that his seizures were the result of Stage 4 lung cancer that had spread to his brain. As a result, Michalak started receiving treatment, and despite his diagnosis, he says he is grateful to the men who spurred him to get help before it was too late.

<http://www.msn.com/en-us/news/good-news/officers-tackled-him-to-the-ground-and-handcuffed-him-he-says-they-saved-his-life/ar-AA0gzKK7?i=AAK6ORB&ocid=spartanntp>

4

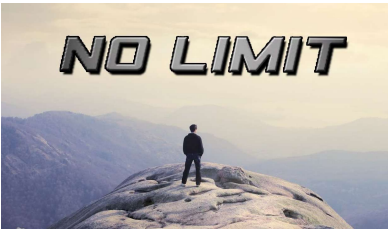
Leadership Competencies... set the culture

- (1) solid knowledge of business or business acumen;
- (2) a capacity to facilitate and implement change; and
- (3) influencing skills



5

NO LIMIT



The process that initiates, guides, and maintains goal-oriented behaviors. It causes us to act, and describes what we do.


Motivation define:

Sean Klint

6

Pearls

- There are essentially three types of pearls: natural, cultured and imitation.
- Natural Pearls form when an **irritant - usually a parasite** and not the proverbial grain of sand - works its way into an oyster, mussel, or clam. As a defense mechanism, a fluid is used to coat the irritant. Layer upon layer of this coating, called **'nacre'**, is deposited until a lustrous pearl is formed.




<https://pearls.com/pages/how-pearls-are-formed>

7

Diamonds

A diamond is one of the most expensive and precious of gems. Do you know how a diamond is made? It starts with a piece of coal, just like this. How could this piece of coal ever become a diamond? Deep in the earth, **extreme pressure and time** compresses and makes a diamond. A diamond is the **toughest** of gems and is just as useful to industry as it is **useful and beautiful** as jewelry. If we want to become a diamond kind of person, then we must willingly put up with the trials and tribulations that shape and form our character




<https://sermons.bible.com/sermons/34072-the-making-of-a-diamond-pt-2>

8

What normally causes pressure?

- Conflicting priorities
- Conflicting perspectives
- Excessive workloads
- Inadequate training
- Inadequate resources
- Failure in leadership establishing the culture
- Personality issues



9

Quote from course

In all integrative negotiations it is important to keep in mind the tips of principled negotiation. **Separate the people from the problem.** It is possible to be soft on people but still hard on the problem, even if you perceive the people as the reason for the problem.

10

Excellence in all things

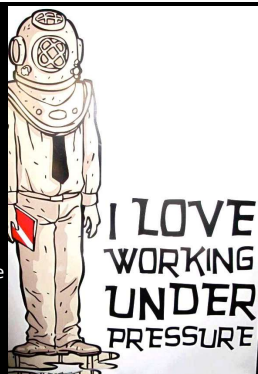
- Know and understand the standard
- See pressure is an opportunity
- Focus on the task
- Plan for the worst, hope for the best
- Take control
- Share the causes of pressure



11

Secrets to working under pressure

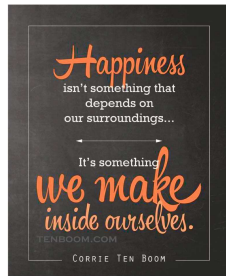
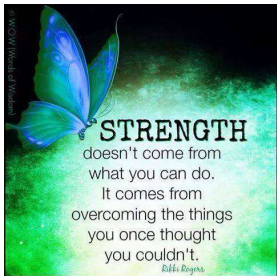
- The science of doing your best when it matters the most
- Ensuring that you take care of your mental state
- Successful people are better at mitigating the effects of negative pressure
- Think of high pressure as a fun challenge (bowling), build challenging thinking into daily life



<https://www.inc.com/business-insider/13-secrets-to-performing-well-under-pressure.html>

12

Necessary Tools



13

Continued...

- Focus on the task, not the outcome
- Expect the best, plan for the worst. Allow preparation to be your friend... scenarios
- Take control
- Flashback to past successes
- Cultivating a positive attitude goes a long way



14

Cont...

- Listen to music or make some... reduces the culprit behind coking
- Create a pre-performance checklist
- Short timelines
- Slowdown
- Share the pressure



15

Time Management

16

Study's Show

- [Study finds 96 percent of online complaints about doctors fault customer service, not quality of care](#)

An analysis of nearly 35,000 online reviews of doctors nationwide finds that customer service—not physicians' medical expertise...

MedicalOfficeManager@PLMSubscribers.com

17

New Opportunities

The Affordable Care Act seeking to reduce health care costs by encouraging doctors, hospitals and other health care providers to **form networks** which coordinate patient care and become **eligible for bonuses** when they deliver that care more efficiently.

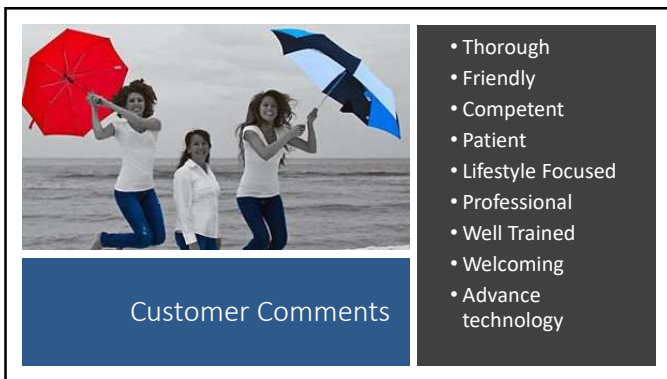
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19



20



21

Customer Service Defined

- **CUSTOMER**, *noun*
 - 1. One who frequents any place of sale for the sake of purchasing goods; one who purchases goods or wares.
- **SERV'ICE**, *noun* [From Latin *servitium*.]
 - 1. In a *general sense*, labor of body or of body and mind, performed at the command of a superior, or the pursuance of duty, or for the benefit of another.

22

Quote

The foundation for creating a customer service culture is understanding expectations, going the extra mile, and being the customer's advocate ...



Dale Carnegie Institute

23

Where to Begin

Top down involvement	Interview	Assign a trainer
Start Orientation Day 1	Don't allow new employees to form bad habits	Be consistent
Do not leave a new employee alone		

Your mind is a powerful thing. When you fill it with positive thoughts, your life will start to CHANGE



24



UNDER PRESSURE

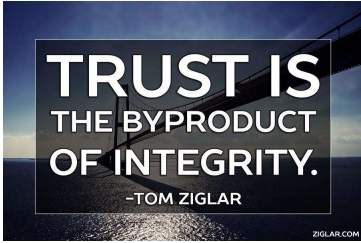
Great Customer Service

- A system of standards
- Begins at the leadership level
- Enforced by supervision
- Enhanced by training
- Verified by soliciting customer feedback
- Expectations/outcomes are monitored
- A customer focused organization is steered in service excellence

25

Take **Pride** In Your Work

- Personal responsibility
- in daily efforts



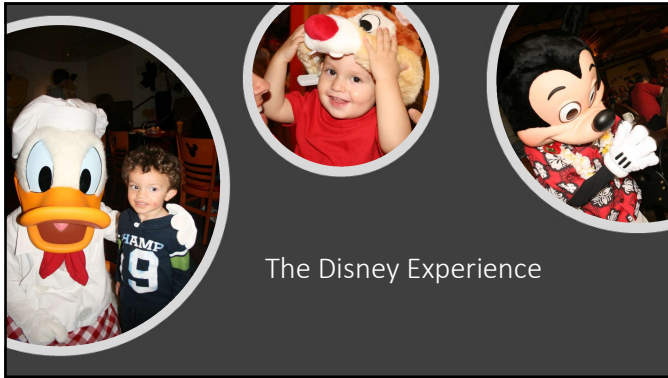
TRUST IS THE BYPRODUCT OF INTEGRITY.
-TOM ZIGLAR

26

Audience Participation

Why go to Walt Disney?

27



28

1. The Magic of Setting in the Service Experience

At Disney's parks, guests are treated to re-creation of famous Disney settings. Visiting the various areas of the park, guests are immersed in the Disney service experience and feel as if they're a part of Disney. Every detail of the settings counts towards creating that magical customer experience.

29

2. The Magic of Cast in the Service Experience

Think of your last Disney experience? What were the people like? At Disney, all "Cast" Members (Employees at the Park) are friendly, approachable, and helpful without being condescending or mechanical. I recently was at Disneyland with my family and as we entered the park at opening time, **we were greeted as we walked down Main Street by smiling, happy, employees waving to guests with giant Mickey Mouse hands.** At Disney, **every team member knows, studies, and understands the behaviors, mannerisms, terms, and values that are specific to his or her job function.** Every job function is measured against the core service values of the organization.

30

3. The Magic of Action in the Service Experience

At Disney, team members are trained to look for combustion points. **Combustion Points are where even finely tuned, positive customer experience processes break down, creating negative customer experiences.** Where are the combustion points at your organization and within your team? **What are your positive customer service experience creating areas where because of break downs, system failures, or poor performance by team members, negative experiences breed?** Disney focuses on uses **cast-guest communication, guest-flow, and service attention** processes to eliminate or control these points.

31

Walt Disney Lessons

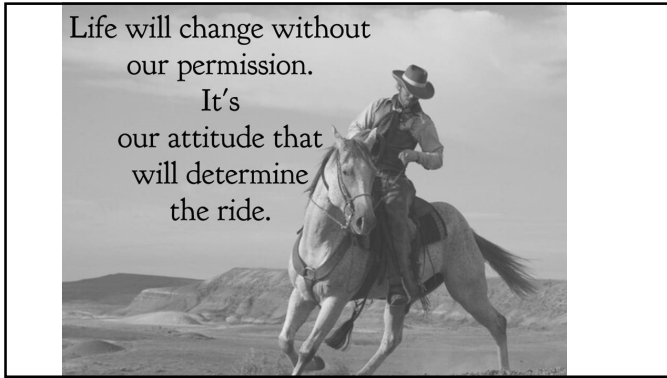
- There are five powerful lessons in business, lessons carefully developed by the Disney organization in its never-ending pursuit of excellence. These universal pillars of a successful business:
 - creativity/innovation
 - leadership excellence
 - customer experience
 - brand loyalty
 - employee engagement
- These are the keys to sustained business excellence. **Together, these lessons forge an enduring bond between inspired leaders, motivated employees, satisfied customers and an ability to continually recreate and grow the brand.**

32

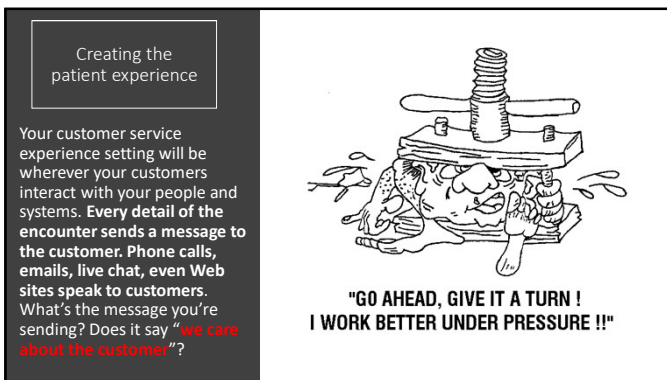
Disney's Leadership Approach

At Disney, leadership is not defined by your title – it's defined by your actions. Our leaders proactively work to align their values with the Company's vision and the result is a motivated, innovative, and productive workforce. We believe every leader has the opportunity to serve as a role model for future generations and that the way you lead tells a story about your values and creates a leadership legacy

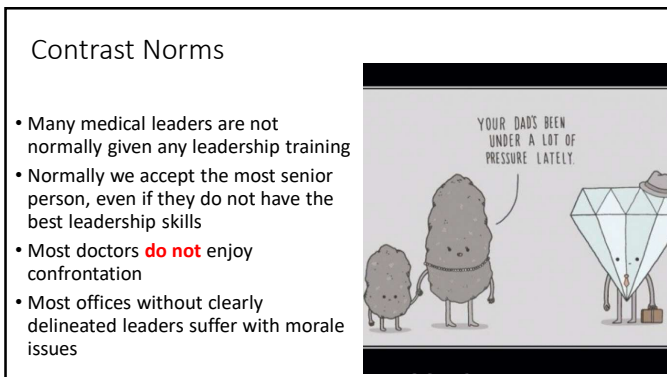
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34



35



36

Value of Training


What do customers remember more — products or people? When Walt Disney determined the answer was people, he hit upon a fundamental business truth that led to the immediate and sustained success of The Walt Disney Company. At Disney, we synchronize **the mission of each Cast member with the culture of the whole organization to create an extraordinary Guest (customer) and Cast (employee) experience.** How do we do this? It starts with extraordinary attention to detail in our hiring and training processes that ensures we hire and **develop people who fit our culture.** We then create and nurture a work environment that reinforces engagement.

37

Ophthalmic Contrast Norms

Most offices:


- Do not have a formal orientation process or formal training program
- Staff are not adequately trained prior to being expected to perform with excellence



38

Disney's Empowerment

Though considered a global leader in creativity and groundbreaking entertainment, **Disney continues to seek new ideas that will contribute to even greater success.** In this course, Disney shares methods that can be employed immediately, and with little to no cost, **to maximize the rich resources every organization already has – your people!** Disney understands that engaging and encouraging the imaginative power of employees creates a lasting competitive advantage and maximizes an organization's potential.



39

Disney's Quality Service

- The long-standing reputation Disney has for incredible service and friendly employees is not just magic, it is a sound service philosophy consistently applied in business. No matter your industry or organization, we believe that exceptional service is achievable because you control the factors. **At Disney, everyone strives to exceed customer expectations every day because our processes are designed to meet this goal.** For more than 80 years, this pursuit of excellence has earned Disney a world-renowned reputation for quality service that you can now begin to adapt for the unique needs of your organization.


40

Brand Loyalty

- The Walt Disney Company is one of the most recognized and admired brands in the world. Across the globe, whether producing films, television shows, consumer products or vacation experiences, **the Disney brand is trusted to provide a quality entertainment experience. Consumers everywhere know what to expect from Disney. It is this consistency of delivery that differentiates the Disney brand and creates enduring customer loyalty.**

41

Walt Disney Wrap



- Transparent operations: leadership and behind the scene and underground
- Staff training prior to engaging customers
- Enforced company standards
- Representing something bigger than yourself

42

Participation Question
Audience Experience




43

The Customer Experience



44



Quote

About 70% of buying decisions are based on positive human interactions with the sales staff. People buy from people, not companies

45

The Top Down Approach

- Leaders decide the level of customer service
- Leadership must be ready to engage on behalf of the staff and the patient evenly... be approachable
- Stand on the side of right at all times, systemic integrity
- Policies sometimes need to be reviewed regularly and even changed
- Don't throw the staff under the bus in front of others... including co-workers

YOU DON'T BUILD A BUSINESS
- YOU BUILD PEOPLE -
AND THEN PEOPLE BUILD THE BUSINESS.

-ZIG ZIGLAR
ZIGLAR.COM
Leaders set the tone for everyone

46

A Leaders Example

- You never have an excuse for a lack of professionalism, and do the same for your staff
- You are the example for the entire staff, so your actions will be emulated by your staff
- You are the example of acceptable behavior

Your gifts are not about **YOU**
 Leadership is not about **YOU**
 Your purpose is not about **YOU**

A life of significance is about **SERVING**
 those who need your gifts, your leadership, your purpose.

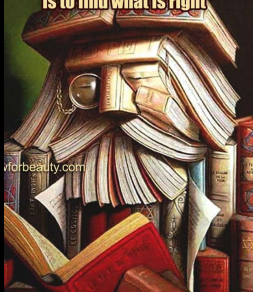
Kevin Hall, author "Aspire"

47

Leaders Set The Example

- The doctor is the lead and must set the standard for customer care, so you must care
- The staff will take off of your lead
- Shouting does produce positive results

'Discussion is always better than argument. Because Argument is to find who is right and Discussion is to find what is right.'



forbeauty.com

48

High Standards

Leadership sets operational standards

Offices with high standards have high morale

What you allow, will continue

Accountability and responsibility start here

Everyone's

Being positive in a negative situation is not naive. It's LEADERSHIP

49

Quote

“Be **more concerned with your character** than your reputation, because your **character is what you really are**, while your reputation is merely what others think you are.”

-John Wooden

50

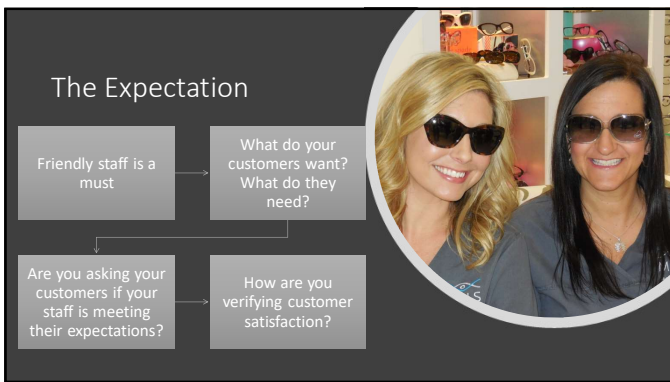
Audience Experience

Participation Question

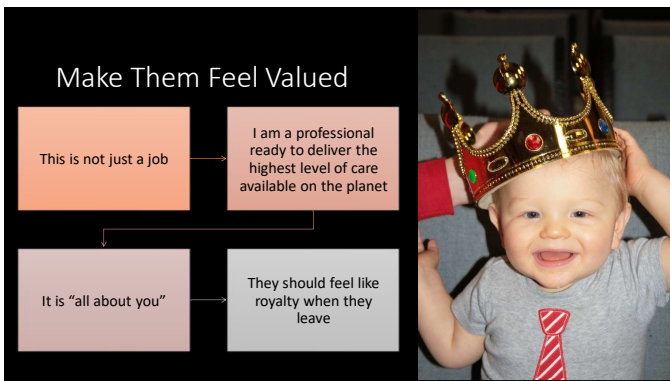
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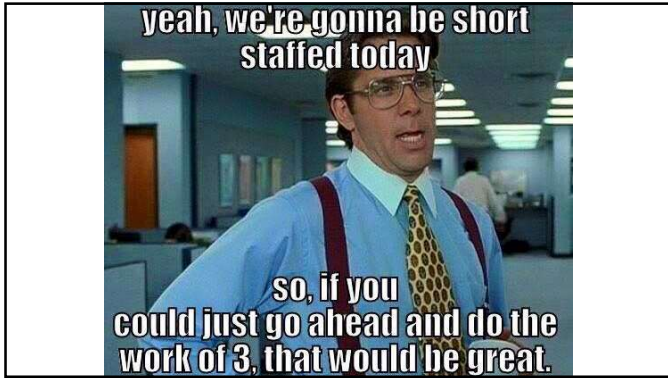
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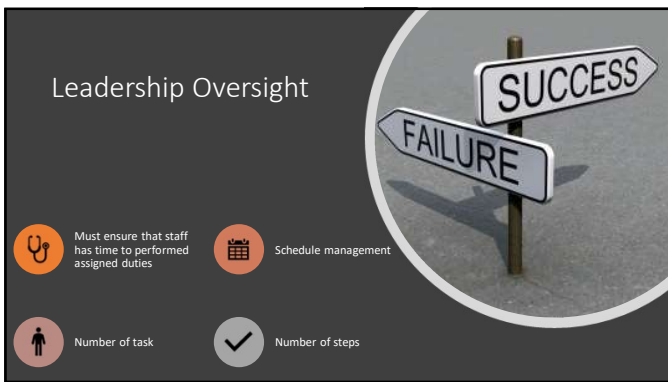
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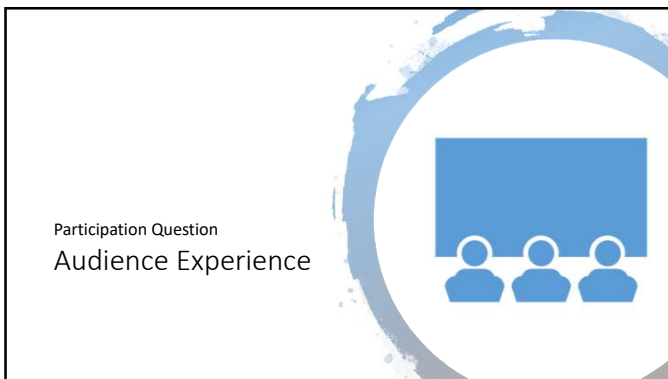
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56



57

Everyone Should Smile

- Greeting are important
- People should feel that you welcomed
- You add warmth and humanity to their visit
- Make your attitude contagious
- What ever you feel on the inside will exit on your face

58

The Presentation

01 What does your office look like from the parking lot to checkout?	02 How does the staff present themselves	03 Is there a feeling of warmth in your office	04 Does your office look professional?
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59

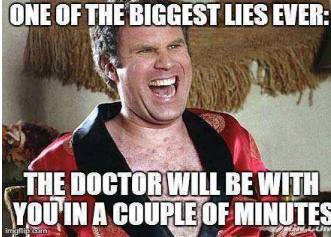
Perception Becomes Reality

- Look from your perspective and from the customer's perspective
- Perception becomes reality
- If customers have a great experience they will tell between 2-5 people, but if the experience is negative they will tell as many as possible

60

Communicate

- Staying on schedule: important!
- Staff should talk to each other
- Staff should communicate to customers
- Continuous updates



61



WORKING UNDER PRESSURE


Perspective

- Perspective is a proximity issue
- The customer perspective
- The staff perspective

62

Only 20% of sales is technique.

The other 80% is reputation and character.



Zig Ziglar

- Organizational
- Leadership
- Staff
- Individual

100% Character

63

KEEP PUSHING
THE ONLY WAY
TO GET PAST
IS TO GO THROUGH IT

MUSCLEMARTINTONORX.COM

Customer Service Never Ends

- If they think they are royalty, let them know they are in the right place
- Treat them all with:
 - Courtesy
 - Respect
 - Sensitivity

64

Be In Control At All Times

- There will be stressful situations
- **Never surrender** your authority to your emotions
- **Get help** from a team mate or leadership when you are in too deep
- Never let them see you cry, they will own you

65

The Team Approach


- It shouldn't matter who on the staff is engaging the patient, it should be a team approach
- Everyone must be willing to make the patient's experience the best one ever
- Engage the patient every available opportunity

THE BEST THINGS IN LIFE ARE EARNED BY MAKING "DAILY DEPOSITS" INTO THE "EFFORT ACCOUNT" NEEDED TO ACHIEVE IT.
TOM ZIGLAR

66

Staff Training

- Staff members must be trained on policies
- Review and changes must be made to facilitate growth
- Real scenarios without names can be used to educate staff on proper handling of situations



67

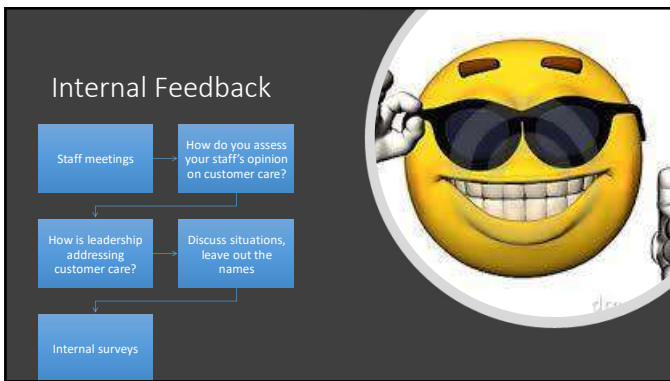


Audience Experience

Participation Question

68


Internal Feedback




```
graph TD; A[Staff meetings] --> B[How do you assess your staff's opinion on customer care?]; B --> C[How is leadership addressing customer care?]; B --> D[Discuss situations, leave out the names]; C --> E[Internal surveys]; D --> E;
```

69


External Feedback




What do our patients really think about our service?




How often do you ask?



Regular surveys are helpful in getting a pulse on what you are doing



Avoid allowing just the unhappy customers a chance to have input



70

Managing Expectations

- Deliver what you can
- Be honest at all times
- When you make a mistake, own it immediately
- Never make the patient feel uncomfortable
- Two-sided trust is essential



How it feels to meet your idol

71

The Customer Is Not Always Right

- What happens when you cannot meet their needs?
- Give options, never say what you can't do, but tell them what you can do
- Documentation is critical and be specific
- You don't want to lose money, so count the cost
- You don't want to lose the patient

"A lie doesn't become truth, wrong doesn't become right & evil doesn't become good, just because it's accepted by a majority."

72



73




74



75

Conflict Resolution


- Situational Awareness
- **Get all of the facts**
- **Listen more than you speak**
- **Give Options**
- **Give blank paper... have them write down what they heard, only one speaks at a time**
- Control the situation
- Pass the baton when the situation escalates beyond your comfort level or expertise
- Document, Document



76

Conflict Cont... when to get outside help!

- When employees are threatening to quit over issue
- Disagreements begin getting personal and respect is lost
- Conflicts are affecting morale and team success



77


10% of conflicts are due to a difference of opinion and 90% are due to wrong tone of voice.



78



79



- Facial Expressions
- Subjects
- Attitudes
- Language, tone, and use of words, choose your words wisely
- Location (not in the primary waiting area)
- Humor is rarely welcomed during a difficult situation

Hot Buttons and Bad Situations

80

Ways To Diffuse Bad Situations cont...


- Offer options that are within companies policies, let them accept or refuse
- No kitchen sink discussions, one problem at a time
- Take notes, write it all down
- Thank the patient for identifying the issue
- Be prepared to call 911

HOLDING A GRUDGE IS LIKE LETTING SOMEONE LIVE RENT-FREE IN YOUR HEAD.

© MYBIBLE.COM

81

Communication Between the Customer and Staff



Listening is very important	Get all of the facts	Agreeing with the customer always helps relations
Body language has a huge effect	Being clear and able to explain steps in an efficient matter	When the staff is wrong, own it, don't make excuses

82

WHEN MY WIFE IS MAD AT ME



I TIGHTEN ALL THE JAR LIDS SO SHE HAS TO TALK TO ME

83


Pride and Ownership



- Developing organizational pride and holding every employee accountable for the company's mission and goals will inspire ownership
- When the employees gain buy-in, they will do their part and protect the vision and mission of the practice

84


Problem Solving Process



Define the problem	Research and Analyze the problem	Establish a Checklist of Criteria
List Possible Alternatives	Evaluate Each Alternative	Select the Best Alternative
Discuss How to Implement it/them	Simple ways of resolving a conflict	

85

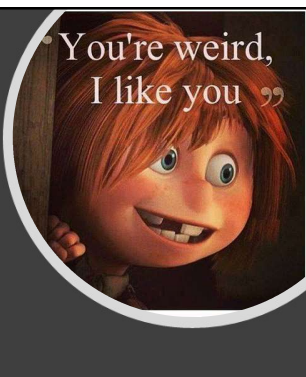
Customer Problem Solving Tips



Express Respect	Listen to understand
Uncover the expectation	Repeat the specifics
Look for possible solutions	Be the solution!

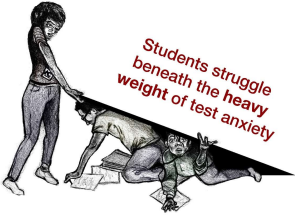
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Customer Problem Solving Tips



- Take action AND follow-up the situation
- Don't propose a solution that you cannot follow through on
- Double check for satisfaction
- Always thank them for bringing forward the problem

87



Students struggle beneath the heavy weight of test anxiety


Documenting The Incident

- The patient is not always correct
- Document and be ready to complete an "incident report"
- Leadership involvement is critical as soon as the situation becomes uncomfortable
- Reserve the right to refuse service/ disengage patient from the patient in EMR
- Take every threat seriously, notify the local authorities

88

Audience Experience
Participation Question

Pressure is defined as urgency in one's personal and professional affairs or business.



89




THAT FEELING WHEN PEOPLE PLAY WITH MY HAIR

Lasting Memory

- What are the last thoughts of the visit you want them to have
- What made their visit to your office different from any other office
- What can you do to enhance the experience
- Will they go and tell their family and friends about the experience
- You don't want the last encounter to be a bad one

90




Care For Them Like Family

- Please tell me that you treat your family good
- Create an environment that makes the patients want to bring their family members back
- Disney example

91

Staff Members Are Linchpins

- Everyone on the team must be prepared to engage the rough situation, so train them
- Customer Service is a team effort and everyone must be prepared to engage in a situation to make the customer happy
- Leaders have to back the employees when they are right



92

Some Things Can't Be Discussed

- There are misunderstandings that just cannot be explained away
- Don't make excuses, stay to the facts
- Give acceptable options to the practice and allow the customer to pick one of your choices
- Document the incident immediately and get statements from witnesses



93

True motivation comes from a sense of accomplishment and every level of the hierarchy of needs, attitudes, goals, and support as the climb the ladder is critical to the individuals success

Remember

94

ALL PROGRESS TAKES PLACE OUTSIDE THE COMFORT ZONE.
MICHAEL JOHN BOBAK

Comfort Zone

95



Spiritual Inspiration

I turn coal into diamonds,
sand into pearls, and
a worm into a butterfly .
I can turn your life
around too!

- God

96


A diamond is a chunk of coal that did well under pressure.
Henry Kissinger




How do you know if you are a diamond or a pearl?

97

WHEN WE ALL HELP ONE ANOTHER EVERYBODY WINS.



To succeed... you need to find something to hold on to, something to motivate you, something to inspire you.
Tony Dorsett



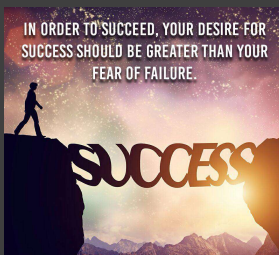


Success

98

Exceeding Your Own Expectations

IN ORDER TO SUCCEED, YOUR DESIRE FOR SUCCESS SHOULD BE GREATER THAN YOUR FEAR OF FAILURE.



99

Watch what
your allow in
your mind




100

Resources

<https://www.linkedin.com/company/pressure-works>

<https://www.pressureworks.com>



101



**Working under
Pressure**

Thank You

martralyn@msn.com

102
