The Ten Steps

Step 1: Realize Who the Boss Is
- You work for the patient. The patient is your boss and the very reason you are there.
- Embrace the greater purpose of your job
- WOW new patients

Step 2: Manage Difficult Situations & Patients with Finesse
- Focus on problem solving
- Learn to handle challenging situations
  - Problems with patient positioning
  - The patient didn’t bring Fill-in-the-blank with them
  - The patient with the Bag ‘O Glasses
- Meet each patient’s unique needs before they leave your office
- The angry patient or visitor
- The elderly, infirm or mentally challenged patient

Step 3: Be ULTRA Aware of Time
- Learn strategies to influence your patient’s perception of time
  - Manage the “clock” in their heads
- Be efficient
- Manage common causes of excessive waits
  - Bottle-necks
  - Unnecessary downtime between patients
  - Providers or staff who arrive late
  - Providers who are constantly interrupted
  - Poor appointment templating
Step 4: Be Supremely Knowledgeable
- Read
- Become an expert in what you do
- Become certified or credentialed

Step 5: Use Amazing Phone Skills
- Answer each phone call as if it’s the ONLY call you’ve had (even if it’s the 100th)
- Request permission before placing callers on hold
- Avoid using terms of endearment i.e. “honey”, “sweetie”, “dear”
- Use proper titles i.e. “Mr.”, “Mrs.”, “Dr.”, “Ms.”

Step 6: Give Patients More Than They Expect
- Greet promptly
- Attempt to identify patient before you call them back and greet them personally rather than calling for them across the room
- Keep an umbrella near your door to escort patients to their cars when it rains
- Be creative and ask yourself “What can I do to surpass my patient’s expectations?”

Step 7: Be “On Stage”
- We provide an experience
- Define ‘on stage’ and ‘off stage’ areas in your office
- Define a dress code – and enforce it
- On stage conversations and actions should be patient centered
- Wash hands before and after every patient contact – and in front of them
- Be pro-active in seeking to help others

Step 8: Listen To and Learn From Patient Feedback
- Conduct periodic or random surveys
  - Online
  - Paper
  - Telephone
- Review in staff meetings

Step 9: Work as a Team
- Leave your ego at the door
- Celebrate successes as a team
- Don’t play the blame game
- Respect each other
- Give your all – all the time
- Show genuine concern for your coworkers
- Learn to enjoy your coworkers’ company

Step 10: Use Positive Language
- Positive language is powerful
- Delivery is critical
  Positive words include:
  - Great
  - Hopeful
  - Unique
  - Sympathize
  - Delighted
  - Absolutely
  - Pleasure
  - Happy
  - Sorry
  - Yes
  - Pleased
- Positive responders can control the level of negatively around them.