

Hospitality Performance

COMMITTED TO ENHANCING YOUR REPUTATION

THE *HOSPITAL~ITY* EXPERIENCE Emphasize Your Customer Service

DIFFERENTIATION is what makes you stand out in the marketplace. How do you measure up? We all struggle to define and deliver our product and service to that wary Consumer. In the end, it comes down to their Experience, and we can assist you with your message of Excellence.

We are Hospitality experts and understand that a Hospital/ Medical Center setting is in many ways no different than a full service Hotel. You compete in a world where the Experience, not the "service" (medical care, clinical resources, even surgery) nor the product, becomes the perceived value. You have to create an Experience where your audience says, "I didn't want to be there, but XYZ Hospital treated me like a king!" You are a Brand, and you must learn to market your excellence. We emphatically know what makes the difference in the Experience — Customer Service with that Hospitality touch.

You receive patients, families and visitors, direct and register them, accommodate and feed them, provide amenities and services during the stay, and "check them out" at the end of the visit. Obviously, your Medical Staff and Clinicians provide the life sustaining attention — why we are there in the first place — but our senses are piqued with anxiety upon arrival, and our Experience is a Holistic one, where all interactions and environments impact our well being.

How you balance our body, mind, spirit and emotions impacts our Experience and certainly your Reputation. You remain competitive with your investments in technology, enhanced medical and clinical services, first class doctors and community outreach programs. We can help you become "cutting-edge" on the Customer Service side of the business, particularly, as

Federal Medicare Programs will begin to share with the public results of Patient Satisfaction Surveys — *in 2007*.

OUR APPROACH

I. In-depth Assessment of your Product, Service and Facility

We provide a hands-on evaluation of the Visitor/Patient Experience in your Hospital/Medical Center. The Experience begins with the initial contact, which may be by phone or even the parking lot, moving through your Lobby, Registration area, reviewing signage/directionals, to the patient Room/Bathroom, Food Service, including the cafeteria and vending areas, and associated amenities you offer the Consumer. Visitor/Patient contact positions are evaluated for their courtesy, assistance, empathy and professionalism. *We do not evaluate your established Medical relationships, records and procedures.*

II. Evaluation of current information gleaned from your existing Patient Satisfaction Surveys

We review the information you may have already gathered, evaluate that data, and “dovetail” meaningful trends and reasonable recommendations into our overall Assessment exercise. Naturally, if you do not have such a “feedback system,” we can help you design one or improve upon what exists.

III. Presentation of Executive Summary

This report will include quantifiable results from the diagnostics we utilize (Quality/Hospitality Standards). Benchmarks will be established and Recommendations for Continual Improvement stressed. A byproduct of the Summary will demonstrate areas which could enhance Revenue, as well as create some new Revenue streams. For those institutions desiring to go “Green” and become leading stewards of diminishing natural resources, we can assist you in that endeavor, as well.

IV. Follow-up, Follow Through

Our goal is to help you create a sustainable Customer Service System, driven by:

- Constant, on-going meaningful information from your Visitors and Patients
- A proper vehicle to review the results of your System and take action
- Timely sharing of your Program Results with the Community
- Providing a third party, objective audit of your mechanics, as needed, and
- Professional recommendations on Programs and initiatives to further enhance your effort and success.

V. Moving Forward

Our perspective represents quite a different take on Health Care and how it is delivered. Most Hospitals/Medical Centers have in their Mission Statement a concern for the dignity, respect and comfort for their patients. There is no better way to demonstrate this than by embracing the essence of Hospitality — the warm welcome, the attention to needs, the heightened service, the valued relationship, even the smile. The Experience will be memorable for all the right reasons, and your reputation will soar! Call on us!

