



BE EXTRAORDINARY:

by Joan Fox

Put a little extra into the ordinary

It is difficult for most healthcare consumers to know whether treatments are warranted or even if diagnoses are correct. However, all patients definitely know how a healthcare experience makes them feel. Patient satisfaction is more driven by interpersonal factors than anything else. The good news is that these interpersonal factors are absolutely dependent on us!

“Putting the “extra” into the “ordinary” does not require heroic effort – just a sincere desire to make patients feel cared for and listened to.”

Our patients could in most cases choose to receive their care from another facility. There is no shortage of qualified health care providers in our area where patients can “get care.” However, there is a difference between “getting care” and “feeling cared for” and when patients *feel* cared for they not only become satisfied; they become advocates.

The mission of our effort is to provide a consistently excellent patient experience, which will in turn produce advocates for our services! To achieve this, it’s imperative that *every* patient interface or “TouchPoint,” be extraordinary. Putting the “extra” into the “ordinary” does not require heroic effort-just a sincere desire to make patients feel cared for

and listened to. A warm smile, a friendly greeting, an eagerness to answer any question, ensuring a call is transferred to the right person or department, thinking through what the patient needs to know for easy navigation at their first appointment, and communicating true empathy are all little pieces of the total experience.

Imagine if we infused all patient TouchPoints with a little something extra. Imagine how cared for our patients would feel if we always took the time to fully and compassionately explain each procedure, and made the effort to ensure that every patient walks away feeling appreciated? An extraordinary patient experience lies in the details.

Envision for a moment the extraordinary patient experience becoming our ordinary, our norm. If we all contribute a little something extra, it will add up to extraordinary patient experiences resulting in an abundance of satisfaction.

The difference truly lies in each of us putting just a little extra into the ordinary.

