

Changing Your Patient Experience

Duration: 5 Days

Language: en

Course Code: IND05-106

Objective

Upon completion of this course, participants will be able to:

- Utilise and advance your communication skills in a professional setting.
- Grow as a person and learn to empathise with patients.
- Outgrow customer expectations as well as your own.
- Ensure the patient is cared for and has your utmost support during their patient experience.
- Employ and build upon your coaching skills.
- Create an engaged, positive environment for both employees and patients.
- Give clear instructions and focus your attention on your customer journey.

Audience

This course is designed for anyone within the medical field working close to members of the public or seeking appropriate skills to improve communication with patients or customers. It would be most beneficial for:

- Medical Receptionists
- Nurses
- Dentists
- Psychologists
- Pharmacists
- Anaesthesiologists
- Optometrists
- Paediatricians
- Radiologists
- Therapists
- Surgeons

Training Methodology

This course uses a variety of adult learning methods to aid understanding. The participants will attend trainer-led classes, which will help them gain a deeper understanding of a patient-based workplace.

Participants will participate in group and individual activities to conduct more appropriate or acceptable patient communication through role-play. These tasks will include, but will not be limited to, real-world case studies, videos, and trainer-led discussion groups to gain a deeper understanding of the opinions of all active participants.

Summary

Everyone knows that every person in the medical career has a shared goal. This goal is to bring you the perfect healthcare; people in this field enter their jobs solely on the notion of saving lives and making someone's life better. Those also need to be the people to keep everything in line and know when to step up and take charge.
These roles require more than pure luck and good management skills. Regardless of their role, each medical professional needs discipline, teamwork, a positive attitude, and, most importantly, good communication skills.
Receiving medical care can be a stressful time, and it's essential that the customer journey is always considered to make their treatment as easy as possible. Due to its public-facing nature, communicating with customers or patients is a massive part of the job. This requires careful consideration, emotional intelligence, and active listening skills to help remove the anxiety and stigmas from a stressful medical appointment. Friendly reassurance, a confident posture, and a patient-driven environment can make 100% of the difference and transform medical practice in the eyes of the patient.

Course Content & Outline

Section 1: Patient-Oriented Attitude

- Your 4 main customer groups.
- Customer types and demographics.
- Customer behaviours and how to deal with them faultlessly.
- Managing complaints in the correct manner.
- Make sure you listen and keep your customers happy.
- Ensuring you have been doing research correctly.

Section 2: Positive Improvement

- Learning how to be emotionally quotient towards yourself and others.
- Remaining focused and composed during any tasks.
- Make sure to promote teamwork as a core value.
- Healthily coping and managing change.
- Clear communication with customers and co-workers.

Section 3: Effective Results

- Push yourself and gain the motivation to improve.
- Encouraging others to be their best selves.
- Thoroughly analyse situations to ensure you have the best results.
- Complete straightforward and successful communication.
- Appropriate body language at times when it matters.
- Using sandwich techniques to figure out your weaknesses and how to improve.
- Ensuring your decisions are well thought out, structured, and make sense.

Section 4: Quality Healthcare

- Learning about the PDSA cycle and how it will affect you.
- Pricing for better quality healthcare over more for less.
- Take active steps to achieve better quality results, improving patient morale.
- Make sure you provide care as efficiently as possible to your patients to ensure the best gratification.

Section 5: Perfect Negotiation

- Learning multiple negotiation styles depending on the client.
- Make sure you find the BATNA for your situation.
- Keep your WAP to yourself, as when revealed, you could negotiate from a position of weakness.
- Ensure you and your client reach the ZOPA to meet in the middle.
- Set firm agreement barriers and make yourself clear and heard.
- Make use of win-win techniques
- Make sure you're willing to compromise.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Customer Service & Public Relations (PR), Healthcare & Pharmaceutical, Management & Leadership

Tags

Healthcare, health, customer, communication, doctor, Patient, hospital, nurse

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