

*Great patient care begins with people who are naturally inclined to serve others.*



## The Service Your Employees Provide Fosters Patient Loyalty

In business, poor customer service results in unhappy consumers, loss of business to competitors and negative word-of-mouth.

In healthcare, providing great service is even more important. Increasingly, it is a challenge to identify candidates and employees who have an instinct for patient care, especially with shortages of qualified job candidates and high employee turnover rates.

Exceptional patient care is not a luxury; it is essential and expected. For patients and their families, seeking healthcare can be a time of worry and stress. They experience a myriad of emotions because of their concerns, and they expect your employees to address their needs with compassion and empathy. When your employees “go the extra mile” for patients, they appreciate it

and they value your service. But having employees who dedicate themselves to serving patients does not happen by chance. It requires a well-defined process and the right tool.

That tool is Profiles International’s Customer Service Profile<sup>™</sup>, a scientifically developed assessment that gives you an effective means for building a staff of exceptional employees.

In addition to helping you select employees who want to serve, the Customer Service Profile<sup>™</sup> provides a system for establishing a clearly defined, comprehensive patient service perspective that will extend throughout your entire organization.

Once established, this perspective becomes the basis for evaluating the patient care

characteristics of both employees and job candidates.

Your patient service perspective aids communication and prevents problems. The Customer Service Profile<sup>™</sup> helps build your organization’s reputation for exceptional service and care.

Great patient care begins with people who not only have a passion for serving others; they are naturally inclined to it. They care about their patients, not because it is something they have been trained to do but because it is a way of life.

The Customer Service Profile<sup>™</sup> can help you identify these unique individuals who will help enhance your patients’ experience and bring them back the next time they need healthcare services.