

Delivering Excellence in Customer Experience

A Medicology Centre of Excellence

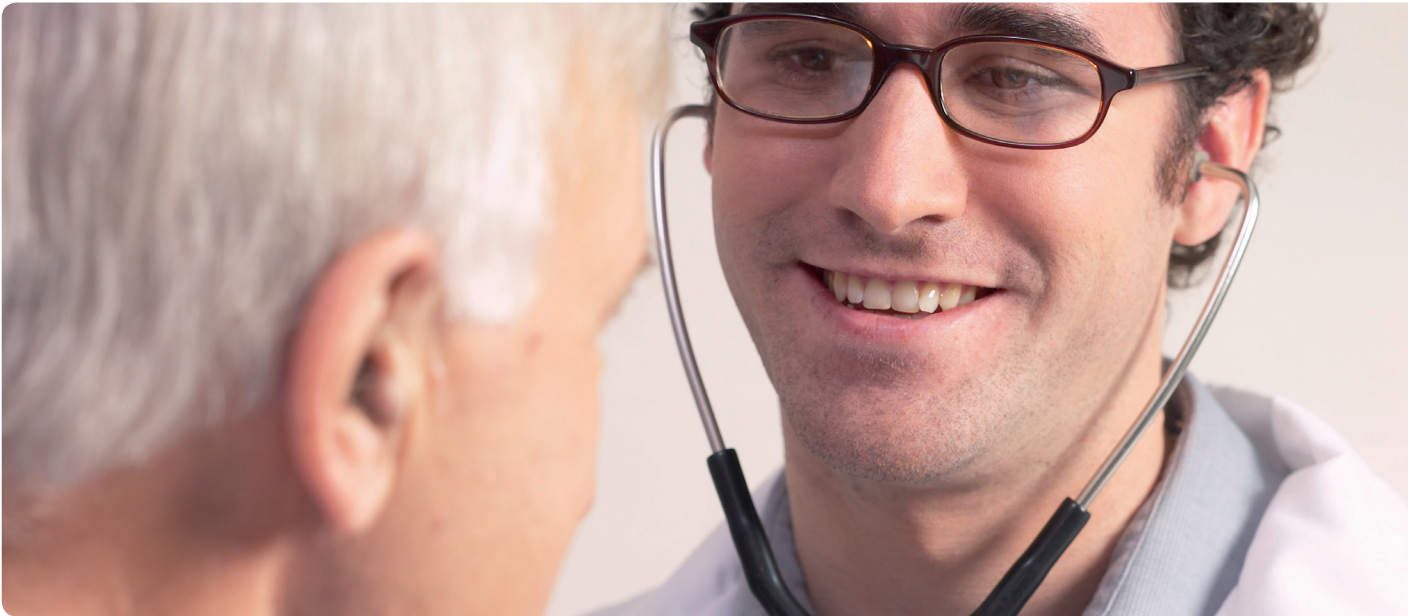


Delivering a bottom-line benefit
and long term security

Developing leaders and teams in the art and science
of exceptional patient, service user and
professional customer experience

www.customer-excellence.co.uk

Passionate about People, Performance & Health



About Us

Whether you are seeking to develop yourself, a team, a board, a department or a whole organisation, you are about to discover a highly committed group of professionals entirely devoted to your success through human performance in the healthcare sector. With a deep knowledge of the current change agenda, underlying drivers and the structural re-organisation of health, you'll find us insightful and grounded in operational reality.

Our Core Areas Of Expertise Are:

- Individual, departmental and organisational performance
- Leadership & management development
- Optimising ways of working e.g. case management
- Enhancing team effectiveness and teamwork

Medicology runs more than 250 open programmes per annum, as well as in-house training, people-related consultancy services and support tools or systems.

Trust & Insight

Medicology has run literally hundreds of days in all types of NHS organisations from single departments to whole organisations, Acute Trusts, PCTs, Medical Schools, SHAs and more, including NHS London, at the heart of the current NHS change agenda, and the Welsh Assembly, with sole responsibility for their Wales-wide leadership programme for Hospital-at-Night teams. Important groups trust us because we have the right insight, a passion for improvement and we deliver the results people expect.

Course Type & Teaching Methods

All courses consist of an engaging blend of lectures, exercises, discussions & case studies designed to truly embed the principles whilst developing the practical application of them. Course numbers are kept low to encourage discussion and debate, whilst ensuring that everyone has the opportunity to examine issues pertinent to them.

Course Options

In-House/ Bespoke for Groups

Bringing us in-house allows you to tailor programmes to specific local requirements or challenges, whilst lowering the cost of training by reducing travel and benefiting from a lower cost per person in fees. Typically a one-day programme costs around £1,650 + VAT + expenses, depending on the degree of tailoring, the distance to travel (yes, you will pay more for Stornaway, sorry!) and the overall complexity. We'd be happy to provide a detailed quotation.

Open Course, Single Attendee

Open courses are the perfect solution to gain essential learning as an individual but with the benefit of being able to interact with professional colleagues too.

Visit our full range of open courses at www.medicology.co.uk/courses.php

Getting in Touch

Contact **Sara Watkin**, Head of Quality, Governance & Experience on 01332 821260 or sara@medicology.co.uk

For the Leader

Core Skills in Creating Excellence in Patient Experience

Leading Customer Experience Excellence

Introduction

Positive patient experience is a core component of Clinical Business Excellence, ignored at considerable peril. With the government committed to a choice agenda, money following the patient through payment by results, PCTs targeted to increase provider numbers and the Conservatives intent on extending this further, it is essential that all services get their house in order in this vital area. This course, designed for those taking the lead, comprehensively covers developing a patient experience excellence strategy and implementing it throughout a team, department or even a whole Trust.

Programme

- Understanding the importance of the 'customer' in modern healthcare
- Financial implications of poor customer experience
- What matters to patients, relatives, carers and other service users
- The GP as customer – essential understanding
- Assessing customer experience using the 5 primary pathways
 1. Published information, both objective and subjective
 2. Patient surveys
 3. Patient pathway analysis
 4. Diary exercises
 5. Focus groups
- Developing episodic and real time patient experience monitoring
- Using patient experience data in service performance management
- The propensity to refer – the ultimate measure?
- The patient as innovator – assisting your future success
- Experience risk assessment
- Unreasonable experience expectations and how to manage them
- Balancing patient & staff needs
- Developing a patient experience plan (and for other 'customers' too)
- Core components of an effective experience strategy
- Setting experience enhancement goals
- Building an ethos of experience excellence throughout a team
- Fostering senior management support for experience enhancement
- Improving complaints management
- The complaint as an opportunity
- Strategies for rectifying poor patient experience
- Re-establishing poor relationships with key service customers

Target Audience

This course is aimed at those seeking to take a lead role in improving patient or customer experience and is suitable for all grades of staff, regardless of background. If you are looking for a programme that develops customer service skills then we have an alternative programme for use with team members.

More information

www.customer-excellence.co.uk

For the Team

Core Skills in Customer Service Excellence

Contributing to Customer Service Excellence

Introduction

Aimed firmly at front line staff, Core Skills in Customer Service Excellence is designed to encourage exceptional skills in and continuous attention to creating a superb patient, public and service user experience irrespective of your service type. This comprehensive programme covers the importance of an excellent experience, through skills development, right to embedding it as an enduring culture. What's more, all team members exit the programme with an unambiguous picture of how a superior experience translates into security and success for them.

Programme

- Understanding the importance of the 'customer' in modern healthcare
- Implications of poor customer experience in a competitive market
- The cause and effect relationships of seemingly simple things
- Defining the customer – who are they really?
- Differentiating between users and payers
- Internal versus external customers
- What matters to patients?
- What matters to carers & relatives?
- The GP or other service as customer
- Where and how 'potential' customers learn about you
- How you can learn from published information
- How to measure customer experience – an overview
- The reliability factor – what's your perception
- The propensity to refer – the ultimate measure?
- Loyalty and how it affects your security
- Creating a high baseline for dignity and respect
- Developing behavioural flexibility to individualise experience
- Using active listening techniques & reflection
- Telephone excellence in the clinical environment
- Enquiry handling – marrying efficiency with experience
- Resolving problems and the extra mile effect
- People under stress – how you can help
- The right face in face-to-face exchanges (and other body language issues)
- What's your atmosphere – understanding the group effect on experience
- Projecting positive self image and values
- Unreasonable experience expectations and how to manage them
- Balancing patient & staff needs
- What to do if you are faced with a complaint
- The complaint as an opportunity
- Handling emotions positively
- Become a CPE (Champion of Patient Experience)

Target Audience

Aimed at anyone in a customer or patient contact role, whether it be face-to-face, telephone or even further behind the scenes.

More information

www.customer-excellence.co.uk

“ There can be little doubt that this organisation has the passion and foresight to truly interact with its target audience and in doing so rekindle that passion which led the health service forward in the past but which, of late, has been fading ”

Medical Director, Acute Services, Advanced Leadership for Hyperbusy Leaders

“ I will highly recommend/persuade them to attend Medicology courses ”

Consultant Surgeon, James Paget University Hospital NHS Foundation Trust, Core Skills for the Clinical Service Lead

“ Very interesting day, very useful for clinical director role, learnt alot ”

Consultant Neonatologist, Birmingham Womens NHS Trust,
Core Skills in Finance & Business Planning for Consultants & Clinical Leaders

“ Very good for newly appointed clinical leads ”

Consultant, Med Yorkshire NHS Trust, Core Skills for the Clinical Service Lead

“ After returning from the Clinical Leadership course held by Medicology, I have to say, my impression was that I had attended the best course in my career ”

Consultant & Head of Service, Emergency Medicine, Effective Clinical Leadership

“ It was apparent that the Medicology team as a whole are dedicated to improving the way in which clinicians can interact effectively with health care managers and also to give clinicians the necessary guidance and skills to themselves become effective managers ”

Consultant Intensivist, Core Skills for the Clinical Service Lead

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