



MIDWEST  
HEALTH CARE, INC.

# **ELEVATING THE CUSTOMER EXPERIENCE**

**Do you take Customer Service to New Heights?**



# OFFICE HOURS

OPEN Most Days About 9 or 10

Occasionally as Early as 7, But SOME DAYS  
As Late As 12 or 1.

WE CLOSE About 5:30 or 6

But Sometimes as Late as 11 or 12.

SOME DAYS OR Afternoons,  
We Aren't Here At All, and Lately  
I've Been Here Just About All The Time,

Except When I'm Somewhere Else,

But I Should Be Here Then, Too.

# WHO IS YOUR CUSTOMER?



- Patients
- Patient's Family
- Coworkers
- Staff & Family
- The Chinese chef next door
- The mail person

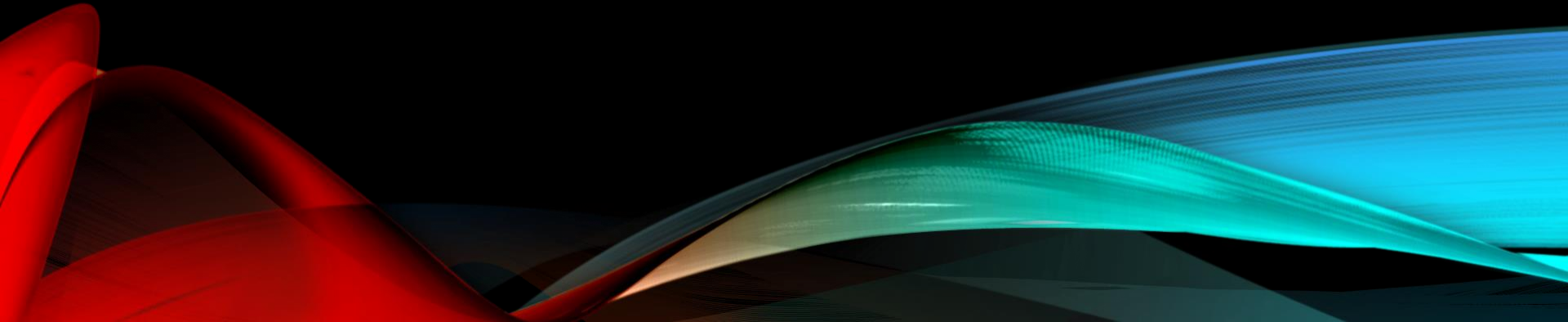
**EVERYONE!**



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# **WHAT IS CUSTOMER SERVICE?**

...the act of taking care of customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during and after the customer's requirements are met.





# **CHARACTERISTICS OF CUSTOMER SERVICE?**

✓ **Promptness**

✓ **Politeness**

✓ **Professionalism**

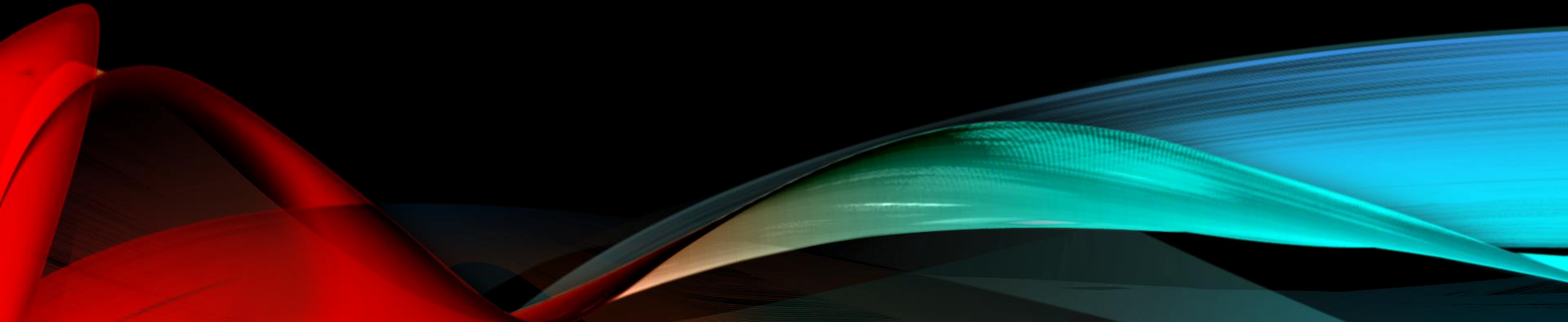
✓ **Personalization**



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# CUSTOMER SERVICE

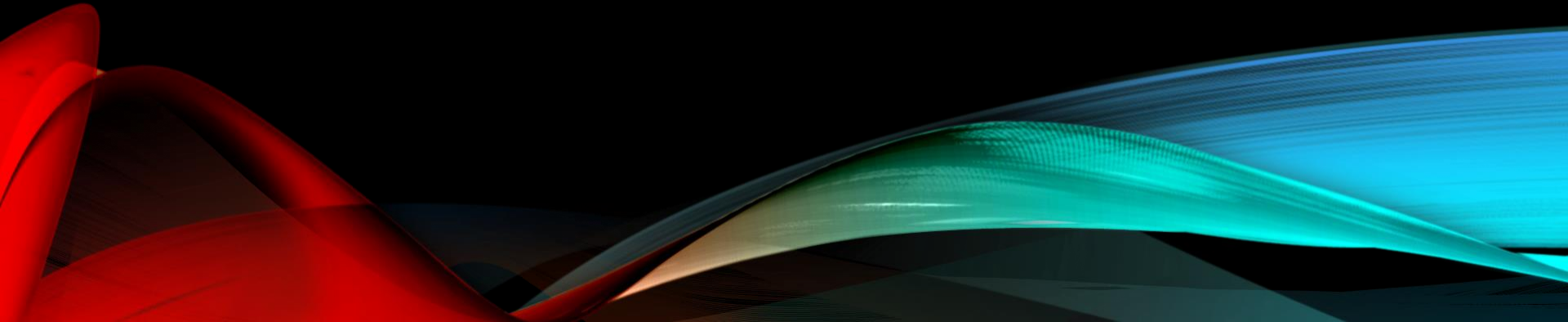
“To *effect positive change* in every person an individual, acting as an agent of an organization, engages or comes into contact with by any method or locality.”





# EVERYTHING YOU DO MATTERS

*It's in the details - Everything  
you do, every time you help  
someone, every smile you give -  
every detail makes a difference.*





# **ENVIRONMENT OF SERVICE**

**Encourage Fun**

**Positive words of encouragement**

**Ask for input from staff**

**Make people feel a part of the organization**

**Keep everyone focused on customer needs**

**A good attitude is viral!**

The background of the slide features abstract, flowing, wavy lines in shades of red and blue, creating a dynamic and modern aesthetic. The lines appear to be layered, with some in the foreground and others receding into the background, giving a sense of depth and movement.

# **“SUCCESS COMES FROM DOING COMMON THINGS UNCOMMONLY WELL.”**

**SMILE!**



**GREET!**



**LISTEN!**



**BE**

**POLITE!**



use your “MAGIC  
WORDS”!



make the customer  
**PRIORITY!**



focus on the  
“CAN”!



**Look for the Unexpected!!!**




**Always...**

# EQUIP YOUR CUSTOMERS



- ☐ **Tried and true – Say it with a smile!**
- ☐ **Use your ‘magic’ words: please, thank you, etc.**
- ☐ **If you are unsure, verify the information**
  - ✓ **Spellings, personal information, etc.**
  - ✓ **Insurances, policy types – i.e. Medicare, secondary, what type of policy? UHC or Medicare replacement?**
- ☐ **Correct reason for appointment, i.e. AWE or problem visit?**
- ☐ **Notify patients what they will need to be prepared to pay and when**
- ☐ **Remind patients of any pertinent information, such as giving 24 hour notice to cancel**



**If you have been waiting  
for more than 20 minutes  
after registering at the  
front desk,  
Please return to the desk  
and let us know.**



*Would you want to be a patient of your office?*



**Do NOT  
Change  
TV  
Channel**



*Would you want to be a patient of your office?*

Patient Restroom 1



Patient Restroom 2



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*Would you want to be a patient of your office?*

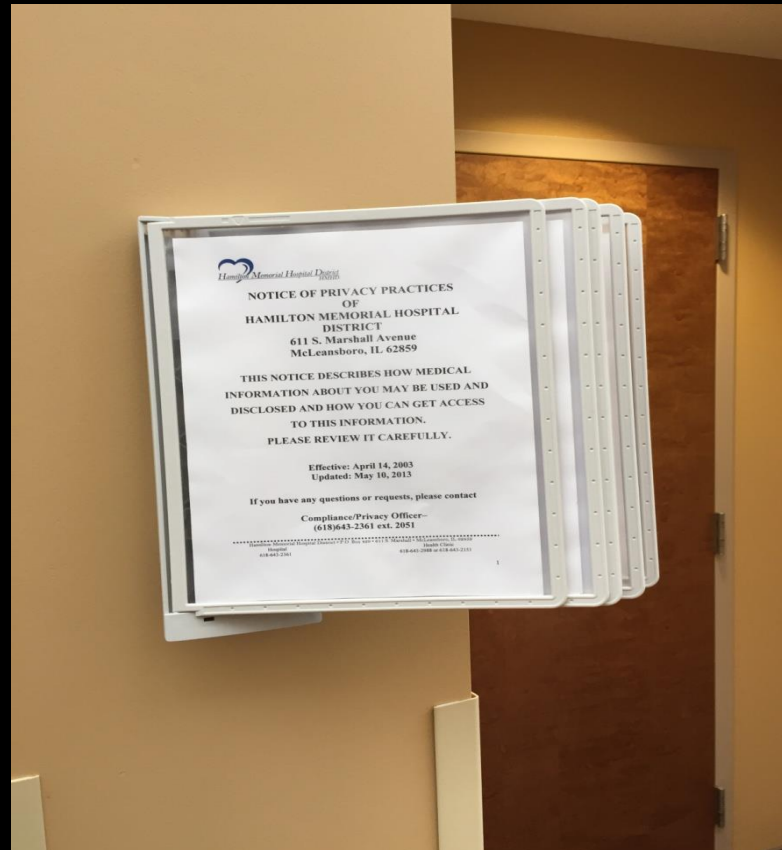
Patient Room 1



Patient Room 2



# VIEW CLINIC INFORMATION IN A NICE FLIP CHART







# PATIENT ARRIVAL

## ☐ SMILE 😊

- ☐ Greet by name if at all possible.
- ☐ Be respectful.
- ☐ Appearance is important!

## ☐ Insurance Cards and Photo IDs if policy dictates.

- ☐ Prepare to avoid conflict; offer alternatives.
- ☐ Pay attention to details and enter correct information.



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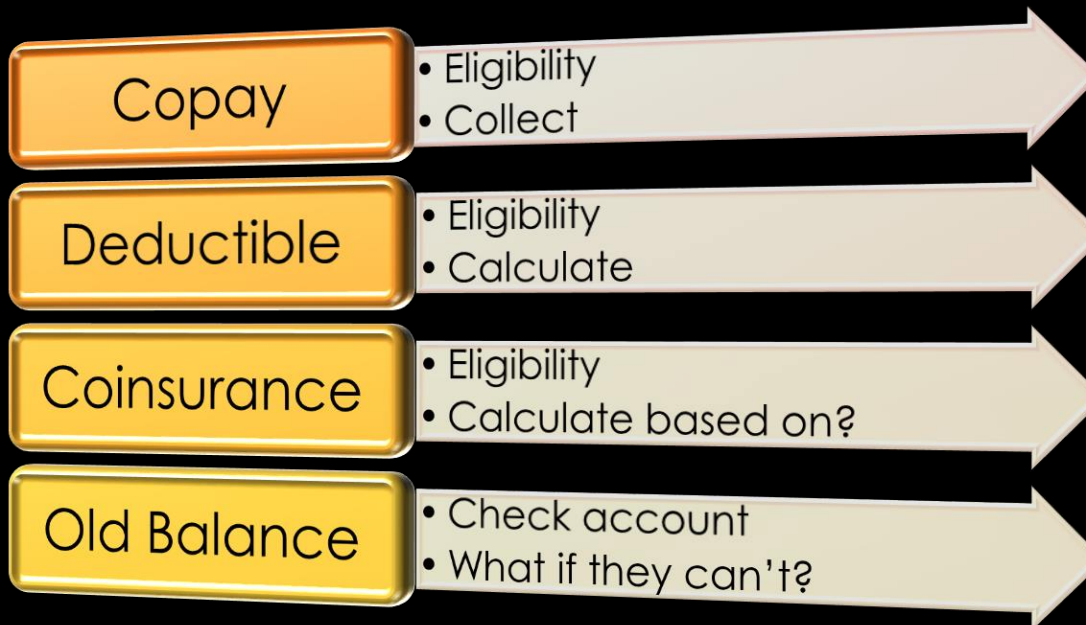
# **SIGN HERE.....X10!**

- **How many forms does your patient have to sign?**
- **What is the frequency?**
- **Are the forms legible?**
- **Are you explaining the forms?**



# USE GOOD CUSTOMER SERVICE TO IMPROVE UP FRONT COLLECTIONS!

- Verbiage - Be polite, use your 'magic' words!
  - Give options: "How would you like to pay today, we take cash, MC, Visa?"
  - "I see you have a balance on your account, can you take care of that today as well?"
- Have a plan if they refuse to pay.
- If it gets ugly, remain calm, offer alternatives.



# ROOMING THE PATIENT



- Once again! Smile!
- You're on the patient's time, don't rush.
- Have a clear understanding of why they are here for the visit.
- Ask if they have any questions before you transition them to the provider.
- Make sure the room is set up for what the provider will need to take care of the patient.
- Accurately convey the information to the provider and document fully and appropriately.



# PROVIDER

- ✓ Get to know your patients.
- ✓ Reinforce policy.
- ✓ Refer patients to Billing or checkout...



## CHECK OUT

- ❑ If a follow-up appointment is needed, make sure to document what the follow-up is for.
- ❑ Collect coinsurance and deductible if appropriate.
- ❑ Remind them again about any important items.
- ❑ Last impression for the visit, make it a good one! Look for the unexpected!!



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- ☐ Post payments correctly.
- ☐ Document appropriately so if the patient calls with questions, answers can be found quickly.
- ☐ Handle complaints politely, their anger isn't directed at you personally.
- ☐ Apologize (this is also a 'magic' word) and assure them you will take care of their concerns.
- ☐ Diffuse the situation. Offer alternatives. Try not to say 'NO.'
- ☐ Know the rules for your state when dealing with bills for minors.



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# IT TAKES THE WHOLE TEAM

- ☐ Communicate the vision.
- ☐ Share feedback appropriately.
- ☐ Give credit where it is due and do it immediately. Do it publicly if possible.
- ☐ Make changes when necessary.
- ☐ Commit resources. i.e. meetings, training, education, focus.



# CUSTOMER SATISFACTION SURVEYS

- ✓ You want good and bad feedback!
- ✓ Don't make it long or complicated.
  - ✓ Cleanliness
  - ✓ Friendliness or helpfulness of:
    - ✓ Front Desk, Nursing, Provider
  - ✓ Time spent with provider.
  - ✓ How well did you understand your treatment and follow-up instructions.
  - ✓ Is there anything we can do better in the future?
  - ✓ May we contact you about your feedback?
- ✓ Act on the results, use them to improve your office.
- ✓ **Ask for referrals.**



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# USE FEEDBACK TO GROW

- ✓ Listen to the results to evaluate and improve the performance of your practice.
- ✓ **Encourage referrals.**
- ✓ This will help to increase your patient visits and your productivity.



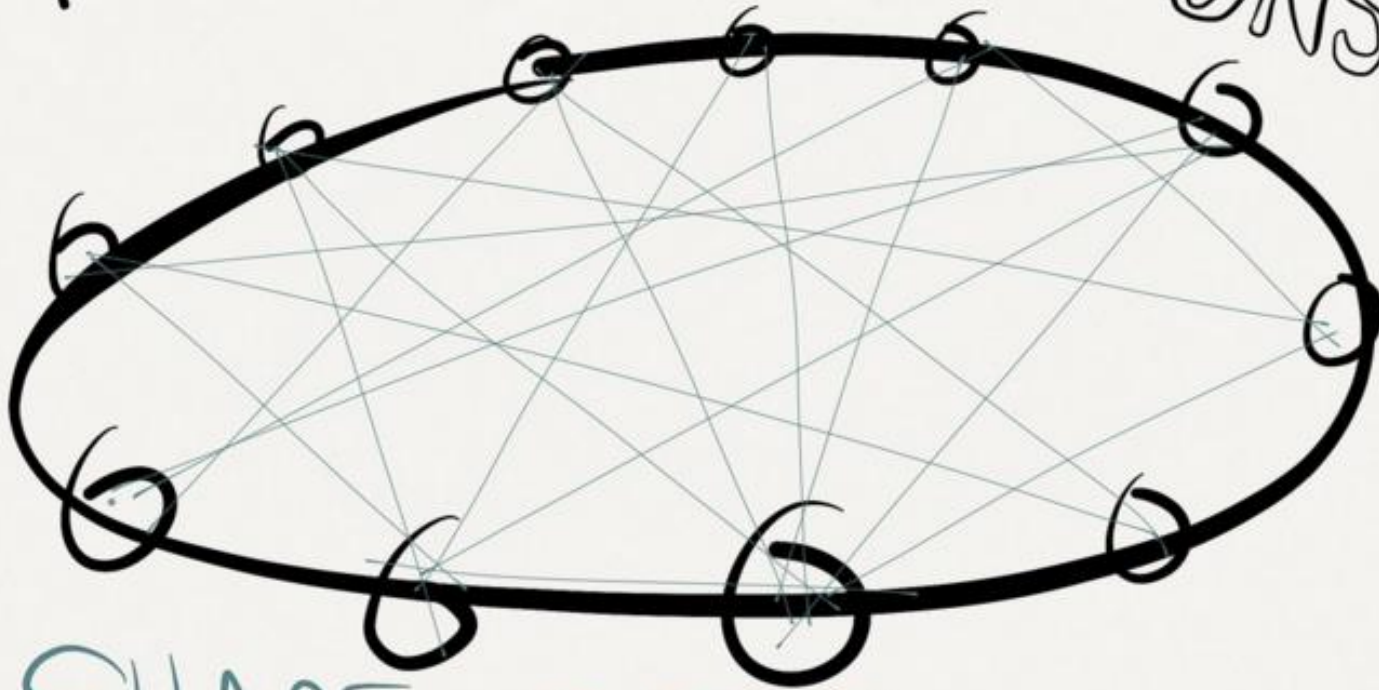
# TIE IT TOGETHER?



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# COLLABORATE!

BUILD CONNECTIONS



SHARE IDEAS ...



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# PATIENTS HAVE A CHOICE HELP THEM CHOOSE YOU!

- ✓ Customers are less likely to stay with one physician lifelong.
- ✓ Already well over 7,000 Urgent care facilities in the U.S., and expected to grow 5.8% per year according to Becker's Healthcare.
- ✓ Social media has exposed businesses more than ever before.
  - ✓ Complain vs. compliment.
  - ✓ They are watching what we do and are happy to blast it on social media if they have a bad experience.



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# Kentucky Walk-In Clinics Facts and Stats

164

WALK-IN CLINICS IN KENTUCKY

57

RETAIL CLINICS IN KENTUCKY

86

URGENT CARE CLINICS IN KENTUCKY

0

PEDIATRIC URGENT CARE CLINICS IN KENTUCKY

60%

WALK-IN CLINICS OPEN 7 DAYS A WEEK IN KENTUCKY

## URGENT CARE BRANDS IN KENTUCKY

1. [Redacted] (14)
2. [Redacted] are Clinics (12)
3. [Redacted] Medical Group (11)
4. [Redacted] ntra Urgent Care (8)
5. Urgent Care [Redacted] (5)

## RETAIL CLINIC BRANDS IN KENTUCKY

1. [Redacted] Clinic (19)
2. [Redacted] (18)
3. Healthcare Clinic at Walgreens (11)
4. The Clinic at Walmart (9)

\* Stats are based on the data within the Urgent Care Locations database, and do not reference outside sources.

## Kentucky Cities with Urgent Care Centers and Walk-in Clinics

Ashland (2)

Bowling Green (8)

Cold Spring (3)

Crescent Springs (2)

Elizabethtown (2)

Florence (2)

Glasgow (3)

Highland Heights (1)

La Grange (3)

London (2)

Middlesboro (1)

Nicholasville (3)

Paducah (4)

Powderly (1)

Shelbyville (2)

Versailles (1)

Williamsburg (1)

Bardstown (2)

Burlington (1)

Corbin (4)

Cynthiana (1)

Erlanger (3)

Frankfort (3)

Grayson (2)

Hopkinsville (2)

Lexington (12)

Louisville (44)

Middletown (2)

Okolona (1)

Paris (1)

Radcliff (2)

Shepherdsville (1)

Walton (2)

Winchester (3)

Berea (4)

Central City (1)

Covington (1)

Danville (4)

Fern Creek (1)

Georgetown (3)

Henderson (3)

Independence (1)

Liberty (1)

Madisonville (2)

Newport (2)

Owensboro (7)

Pikeville (1)

Richmond (3)

Somerset (4)

Washington (1)



# MIDWEST

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# THANK YOU!

“...who wins a battle makes many calculations before the battle is fought. Who loses a battle makes but few calculations beforehand. Thus do many calculations lead to victory, and few calculations to defeat; how much more with no calculation at all! It is by attention to this point that I can foresee who is likely to win or lose.”

### Rural Health Clinics

- Set-Up & Certification
- Annual Evaluation/Peer Review
- Cost Reporting
- Wrap-Around Payments
- Consulting
- Policy & Procedures
- Credentialing & Enrollment

### Medical Practice

- Consulting
- Credentialing and Enrollment