



Developing Top-Notch CNAs, One Inservice at a Time

*A Professional Growth Module: **Customer Service in Health Care***

INSTRUCTIONS FOR THE SUPERVISOR

Step One:

- Make a copy of the Instructions for the Learner page. Return your original to the sheet protector. Add the following information to the copy:
 1. The name (or position) of the person to whom the aides should direct questions.
 2. The name (or position) of the person to whom the aides should turn in their quizzes.
 3. The date by which the quiz page should be turned in.
 4. The name (or position) of the person who will initial the aides' Inservice Club Membership Cards.
- Use this copy as your "master" as you make up the inservice packets.

Step Two:

- Have the following copied for each learner:
 1. The **Instructions for the Learner** page.
 2. The **11 page** Inservice newsletter.
 3. The **Quiz** page.
 4. OPTIONAL: A copy of your organization's mission statement and/or customer service standards.

Step Three:

For Self-Study Use

- Distribute as desired—in employee mailboxes; folded in paychecks, etc.
- You may want to post the Quiz Answer Sheet in a prominent spot.

For Group Use

- Read over the Suggested Participatory Activities, the Suggested Teaching Tips and the Suggested Discussion Questions.
- Select the activities you want to use during your inservice hour.



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SUGGESTED PARTICIPATORY ACTIVITIES

Activity # 1: Pass the Compliments!

Use this activity to foster good customer service among coworkers.

- Pass out a blank piece of paper to each nursing assistant.
- Ask each person to write his or her name at the top of the paper.
- Next, have the participants pass the paper to the person on their left. Instruct that person to write down one nice comment about the person whose name is at the top.
- Keep passing the pages to the left until they've gone all around the table and everyone has had a chance to add their compliment.
- Consider asking if anyone is surprised by the positive things their coworkers had to say!

Activity #2: Know Your Services

This activity can be a great reminder that part of customer service is being able to explain your company's services to clients and their families.

- You can do this activity individually or in small groups.
- Give your staff about 5 minutes to quickly list all the services provided by your company.
- When time is up, display an overhead, flipchart or flyer that lists the correct list of services.
- How close did your nursing assistants come? This is a great opportunity to clear up any misconceptions about what's available to clients in your facility/agency.

Activity #3: Customer Service Worksheet

To encourage sharing of ideas about customer service, have your staff complete this activity.

- You can do this activity individually, in small groups, or as one large group. Provide each person or group with a copy of the Customer Service Worksheet.
- Give the participants about 15 minutes to complete the worksheet. Emphasize that there are no right or wrong answers to the questions and that all ideas are welcome.
- Discuss the participants' answers to the questions, focusing on positive solutions to problems rather than on the problems themselves.



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SUGGESTED TEACHING TIPS

Suggested Overhead Transparencies & Other Visual Aids

- Make an overhead from the Quiz Answer Key.
- Pass around—and discuss—a copy of the client satisfaction survey used by your workplace.
- Make an overhead of your organization's mission statement.

Other Tips to Reinforce Learning

- If you don't have one already, create a suggestion box or bulletin board where staff members can put their ideas for improving customer service. Consider giving a monthly prize to the person with the best idea.
- If a nursing assistant is involved in a complaint by a client, don't just "scold" the person. Try asking for ideas on how to resolve the issue—and how to prevent it from happening again in the future.
- Give each CNA a postcard and stamp on which they can send a "best wishes" greeting to one of their former clients who has been discharged.

Resources

The following resources were used in developing this inservice. You might want to check them out for further information:

- www.inc.com
- www.sbinformation.about.com
- www.easytraining.com
- www.upyourservice.com

[Managing Patient Expectations](#) by Susan Keane Baker
[Customer Service in Health Care](#) by Kristin Baird

PLEASE NOTE:

Your staff may enjoy the following related In the Know inservices:

- *Professionalism & Work Ethic*
- *Being Assertive*
- *Working with a Team*
- *Critical Thinking Skills*
- *Preventing Medical Errors*
- *Understanding Quality Improvement*

If your In the Know library doesn't include these titles, they are available for purchase by calling our toll-free number:

877-809-5515



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SUGGESTED DISCUSSION QUESTIONS

Q: Customer service experts say that we should encourage clients to complain. Why do you think this might be?

A: Remember...most people who are unhappy with a company do not complain. They just take their business elsewhere. By encouraging complaints, you are sending a message to your clients that you are willing to change the way you do things and that you care about their needs and wants. Keep in mind that each complaint is an opportunity to learn and improve!

Q: Why do you think that so many people visit a McDonald's restaurant when they are traveling to a strange city?

A: It's because when you go to a McDonald's, you know what to expect. A McDonald's cheeseburger in Chicago tastes the same as a McDonald's cheeseburger in Los Angeles or Boston. And the food arrives fast. There are no surprises! The founders of McDonald's knew a lot about customer service.

Here are other questions that might spur some interesting discussions:

Q: What would you want from a nursing assistant if you were sick and needed help with your personal care?

Q: Is employee turnover high at your workplace? If employees are unhappy, chances are that your clients are too! Can you think of some ways to improve your internal customer service?

Q: What do you think are the qualities that make a good nursing assistant?



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QUIZ ANSWER KEY

1. C

If you put yourself in Mrs. Simpson's shoes, you'll realize that she may be afraid to walk with you—even though you weren't with her when she broke her leg. Be patient and give her time to trust you.

2. FALSE

All the people you work with—both clients (external) and coworkers (internal) are important customers.

3. A

Being responsive means that you take care of your client's needs as quickly as possible. If problems come up, you solve them right away.

4. TRUE

Speaking negatively about *any* coworker or client is bad customer service.

5. D

It's always best to apologize to the client—even if you don't think you did anything wrong.

6. B

Listening is an important skill and it often requires practice!

7. TRUE

Knowing how to make a complaint is a client's right. Make sure your clients know who to call if they have a problem.

8. TRUE

The more you know about your customer's likes and dislikes, the better customer service you'll be able to provide.

9. FALSE

Clients have the right to know when to expect you. And, it's good customer service to keep your clients informed!

10. TRUE

The word "soon" means different things to different people. To avoid a misunderstanding, it's better to be specific, like saying "10 minutes" or "at noon".



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CUSTOMER SERVICE WORKSHEET

Keeping customer service in mind, please answer the following questions honestly.

1. Think about the best customer service you've ever had yourself—in a doctor's office, a clinic or a hospital. What made this experience so good? _____

2. Think about the worst customer service you've ever experienced—in a doctor's office, a clinic or a hospital. What made this experience so bad? _____

4. I feel proudest to work here when _____

5. The most common complaint I hear from clients is _____

6. Fewer clients would complain about this if we _____



IN THE KNOW

Developing Top-Notch CNAs, One Inservice at a Time

A Complete Civility Training Program: **The Real Healthcare Reform**

AND ALSO FROM IN THE KNOW...

CIVILITY TRAINING PROGRAM PACKAGES

How Many	Your Cost*
12	\$182.26
24	\$271.77
50	\$449.00
100	\$742.00
150	\$898.50
300	\$1,497.00

WHAT YOU'LL GET:

- A copy of *The REAL Healthcare Reform* for each of your learners
- The Companion Instructor's Manual
- Engaging classroom activities and discussion questions
- Convenient PowerPoint presentations
- Tips for improving participation and keeping yourself organized
- A CD with master PDF copies of all the handouts and presentations
- SIX HOURS of inservice credit for your CNAs

* Plus shipping

ARE YOU READY TO DELIVER A COMPREHENSIVE CIVILITY TRAINING PROGRAM WITHIN YOUR WORKPLACE?

Did you know the Joint Commission recommends that all accredited healthcare organizations be responsible for handling and preventing incivility in the workplace?

Civility training in the healthcare workplace is more than just a course in professional conduct—although professional conduct is the goal! Civility training teaches:

- Self-awareness
- Personal and professional integrity
- Communication skills
- A sense of ownership in the workplace
- Personal empowerment to solve problems with energy, creativity and enthusiasm

Based on the bestselling book "The Real Healthcare Reform," our Civility Training Program is unique because it immerses learners in the material in a fun and engaging way. **The program is written for all healthcare employees, clinical and non-clinical, and will benefit everyone in your organization.**

GET STARTED TODAY!

Choose the package that fits the number of learners you wish to reach, then call us toll free at **877-809-5515** to place your order!





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EVALUATION

Employee Name _____

Date _____

Self-Study Inservice

Group-Study

Inservice

1. Put a checkmark in the box that best describes how you feel about each learning objective.

LEARNING OBJECTIVE	I am able to do this.	I might be able to do this.	I can't do this.	I'm not sure.
<i>Discuss the importance of customer service to the healthcare business.</i>				
<i>State the difference between internal and external customers.</i>				
<i>Describe how customers decide if their needs have been met.</i>				
<i>Discuss how to handle customer complaints.</i>				
<i>Demonstrate excellent customer service in your daily work.</i>				

2. Did you learn anything new that will help you in your job? Yes No

If yes, please explain: _____

3. If you have questions about the inservice information that did not get answered, note them here: _____

4. Other comments? _____
