

The Essence of Caring

The Key to Clinic, HMO, and Managed Care Survival

RATIONALE

Dictionaries offer synonyms for the word “caring” like *devoted, cherished, dotting, tender, and fond*. *The Essence of Caring* is designed to enable your employees to demonstrate a “caring” behavior and ensure that your clients perceive they are receiving good care in a hospitable manner with individualized service — that is *The Essence of Caring*.

Providing quality care is more of a challenge now than ever before. Not only because advances in medical technology have created a multitude of treatment options, but also because patients have higher expectations, more managed healthcare choices, are more knowledgeable — and WANT to be informed.

In fact, informing in a “caring” manner has now become almost as much a part of treatment as medical intervention. That is why responsible healthcare providers know how to provide this information competently, accurately, and compassionately.

CARING, NOT PROCESSING

While the medical competence of healthcare providers and their staff is Priority Number One among patients and their families, *caring* is a close second. That *caring* can only come across through well-developed communication skills and a heightened sense of empathy.

Caring about others comes naturally; the challenge is showing that you *care*...even when you're busy, tired or focused on getting a job done. *The Essence of Caring* will teach the skills needed to consistently convey a *caring* attitude in a positive and sincere manner.

EXPERIENTIAL LEARNING

The Essence of Caring will provide your employees the opportunity to network with co-workers from all areas of your organization, during a video-based learning system designed to enhance patient relations, garner increased client loyalty and improve overall internal and external customer service. The technology focuses on enhancing communication, interpersonal and customer service skills so that they can do their best in meeting the challenges they are faced with every day. *The Essence of Caring* works because it is built on their reality!

Superior Quality Service

Attaining Excellence in Patient Relations, Customer Service and Client Loyalty Through a Learning Technology Specifically Designed for the Unique Needs of Clinics, Managed Care and HMO Organizations.

THE BENEFITS

Specifically, *The Essence of Caring* will:

- Enable employees to accomplish more with fewer resources while maintaining quality of work and client loyalty.
- Reduce customer complaints and staff turnover.
- Lessen the risk of client litigation through enhanced staff interpersonal skills.
- Build patient loyalty and positive word of mouth advertising.
- Support continuous quality improvement initiatives.
- Create pride in routine performance.
- Encourage and support employee teamwork.
- Improve attitude, morale and communication skills.
- Reinforce your customer service philosophy.
- Empower staff to deal more effectively with patient problems.

The goal of *The Essence of Caring* is to improve service to internal and external customers— clients, their families, the medical and non-medical staff, and each other!

THE TECHNOLOGY

To create an environment and opportunity for group interaction and communication:

- The program is driven by 60 minutes of video delivered in three sessions of up to two hours each. The video provides positive and negative examples to enable participants to identify and learn.
- The user-friendly *Leader Guide* is used by facilitators to implement the learning system on site. Facilitators are selected by your organization based on their peer respect, enthusiasm and their true belief in the importance of quality service. The *Leader Guide* explains how to run group discussions, what materials are needed, and provides a step by step “goof proof” system for the *Leader’s* use in conducting each session.
- A *participant book* and support material is used by employees to maintain enthusiasm and commitment. Outside reading enhances the learning experience and reduces the amount of time participants and facilitators are away from their normal duties by as much as sixteen hours. Less training “downtime” means less cost for your organization.