

2003, 2004 & 2005 Distinguished Hospital for Service and Clinical
Excellence from J.D. Power and Associates & HealthGrades

Connections

 Deaconess Hospital

December 5, 2005

*Wishing you and yours
a very happy holiday season...*



Use the H.E.A.T. Method for Handling Customer Service

Previous articles have covered suggestions for how to meet the personal and practical needs of our customers by using three Key Principles and four Service Steps from the Service Plus © model that was developed by our training vendor, Development Dimensions International (DDI). This final article describes the H.E.A.T. method for handling challenging situations when customers are upset.

H.E.A.T. is an acronym that stands for:

Hear them out
Empathize
Apologize
Take responsibility for action

When emotionally upset, people are not likely to understand what seems to us like a very logical explanation of why something occurred or why something can't be done. They definitely don't want someone arguing with them. What they most want is someone to listen to and to acknowledge their upset feelings. If they perceive that you are honestly trying to understand the situation and how they are feeling, a potentially tense situation is usually diffused. If they don't feel understood or cared about, the situation can easily escalate.

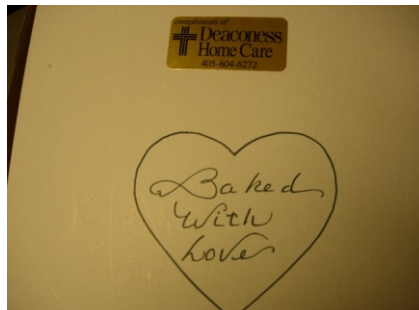
After patiently listening (Hear them out), you could say "I can see you are very concerned about this (Empathy). I am sorry this happened (Apologize). Let me check and see what I can find out (Take Action)."

Or, you could say "I know it is frustrating to have to wait (Empathy). I apologize for the delay (Apology). We're working hard to get you finished as soon as possible. Would you like something to drink (Take Action)?"

Studies have shown that customers who feel like their concerns are addressed promptly and with courtesy and understanding are even more loyal than customers who do not perceive any problems with service. Certainly, our goal is to not make mistakes or have delays, but we all know they occasionally happen. When they do, keep in mind this simple formula that will help you take the HEAT.

Distinctively Deaconess

Staff from Deaconess Home Care didn't forget their patients on Thanksgiving. Indeed, true to our reputation for world-class patient care, they baked pumpkin pies (in both regular and sugar-free varieties) and delivered them to patients in their homes just prior to the annual day of thanks. These patients, including Norman Fieldcamp (pictured), were thrilled at this gesture, which speaks volumes about Deaconess' commitment to providing its patients with a level of care that is unparalleled in the OKC Metro area.



Representing the Home Care staff in the photo at right are from left to right: Shana Willis, Diana Hale, Amy Woolery, Traci Pavlicek, Jo Reed and Kim Luman.

December Workshops

WORKFORCE

12/22/2005 Thursday 8 a.m. - 11:30 a.m. CCE

Assertive Communication for Healthcare Workers:

Learn how to communicate effectively in the workplace by using appropriate verbal and nonverbal behaviors.

LEADERSHIP

12/8/2005 Thursday 8:30 a.m. - 3 p.m. HR Conference Room

DDI Improving Staff Performance, Part II

Learn how to follow-up with employees to ensure that corrective action is being taken, and what measures to take when it isn't.

Deaconess Hospital Connections

Connections is a biweekly newsletter for the employees of Deaconess Hospital. If you have a story for **Connections**, or would like to comment about the newsletter, contact

John Gifford
in marketing at
604-4553 or

December Birthdays

Dec. 16	Grant Jones Larry Summers Brenda Draper	Dec. 22	Kathy McIntosh Joseph Lofftus	Dec. 27	Nancy Cosby Laurence Storey Barbara Edmonds
Dec. 17	Amber Fields James Maguire Dina Hanlon Melissa Zermeno Margaret Winter	Dec. 23	Paulina Gomez Patricia Newberry	Dec. 28	Judy Howard Miroslavia Salazar Charlotte Barham Janice Corbett
Dec. 18	Ernestine Carr Larry Barrett	Dec. 24	Angela Homan Neil Loudermilk Donna Jackson Beverly Corbin Susan Arnold Kacie Springer Shawna Firanski	Dec. 29	Patti Ellis Van Williams Carmen Delgado
Dec. 19	Lori Ross Jenny Washington Laura Steward	Dec. 25	Gary Cortese Teresa Smith Goldie McCauley	Dec. 30	Virginia Blood Lynn McCubbin Kristy Webb Jennifer Atwell Cathi Palumbo
Dec. 20	Joyce Ryan Savilla Hudson Dorothy Colbert John McJunkin	Dec. 26	Linda Booth Robin Altizer Bernadette Domingo Khalifa Karim Deloris Cox	Dec. 31	Marilyn Winston Antwan Hart Jamie Brewer Sunup Daniel
Dec. 21	Neva Turner Aaron Dockins				
Dec. 22	Amber Owens				