

OWNING THE FIRST IMPRESSION

**CLIENT FOCUS
CREATING A WELCOMING
RECEPTION EXPERIENCE FOR
YOUR CLIENTS**

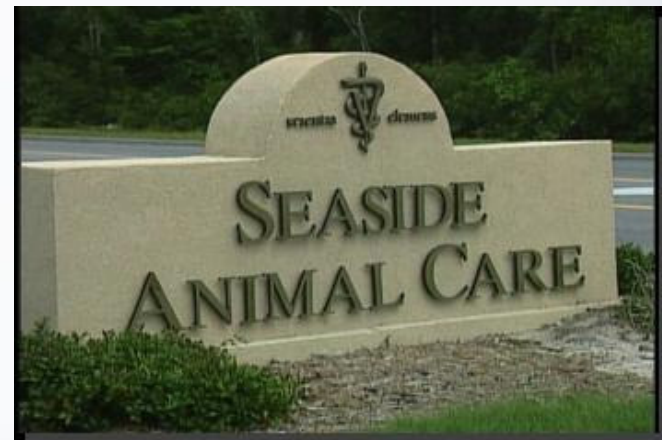
**THE
FIRST FOUR
SECONDS**

General Reception Area Guidelines

- Warm and Inviting Atmosphere
- Clean
- Odor Free
- Quiet
- Organized
- Logical Movement Flow
- Easily Accessible

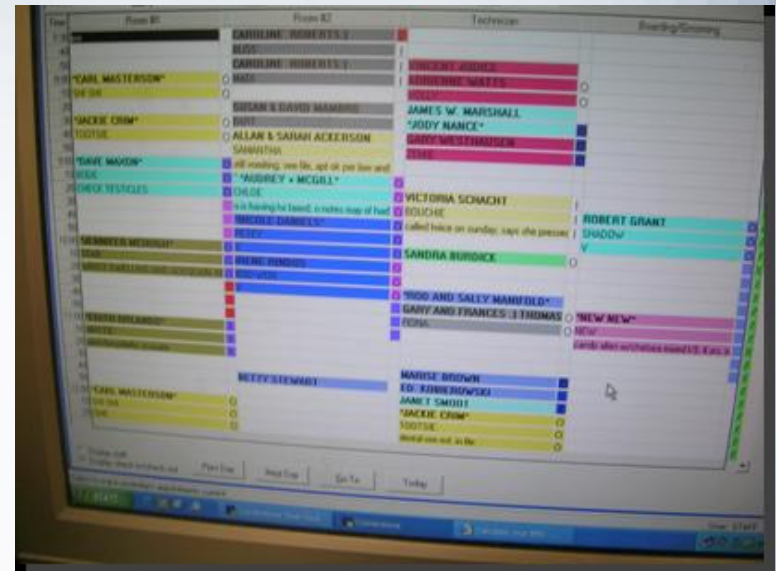
Curb Appeal

- Building Exterior
 - Doors
 - Windows
 - Paint
- Exterior Signage
 - Lighting
 - Easily Read
- Landscaping
 - Neat and Vibrant
- Parking Lot
 - Lighting
 - Well-marked



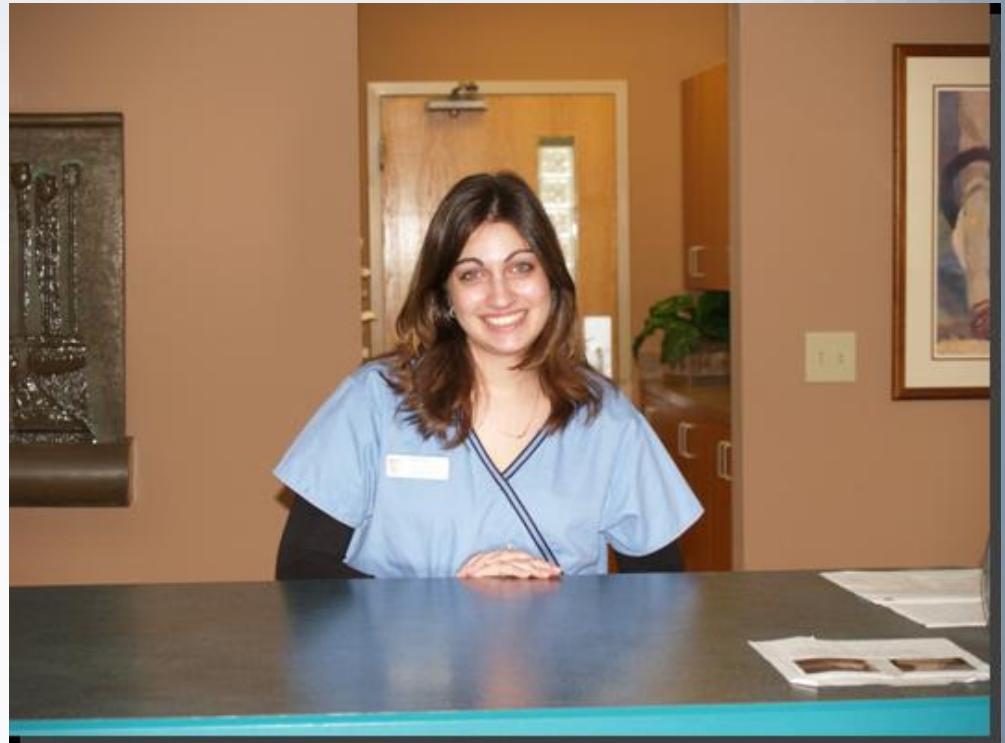
Preparation

- Review Schedule Night Before and First Thing in Morning
- Alert Appropriate Staff
 - Surgery Admits
 - Drop-Offs
 - Complex Cases
- Pull or Attach Records
- Rule of Three
 - Everyone Must Know Next 3 Appointments
 - Name
 - Recognition
 - Presentation



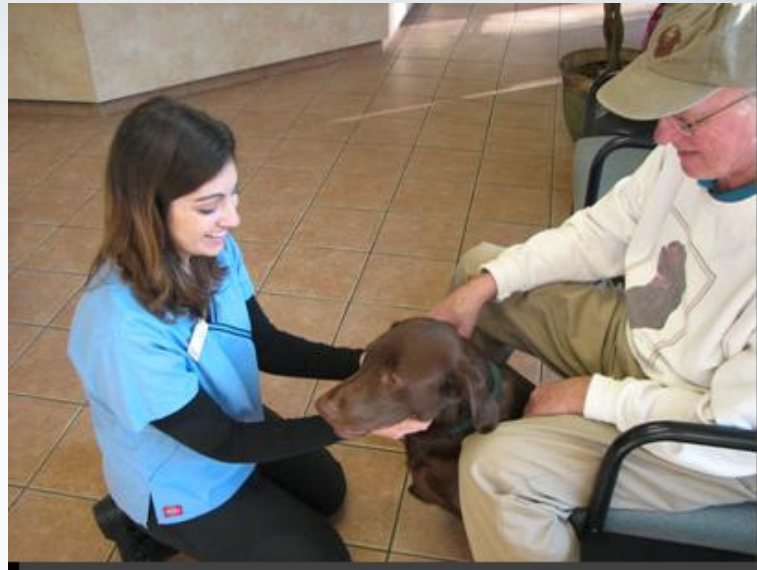
Welcome

- **Warm Smile**
- **Direct Eye Contact**
- Page Staff
- Greeting
 - Name
 - Reason for Visit
- Clear Visual Field
- Neat and Organized Countertops



Welcome

- Physical Greeting is Best



Lobby Tips

- Walk In Your Front Door Regularly
 - At Opening
 - Lunchtime
 - Closing
- “Pet Eye Level”
- Analyze Client’s Line of Sight
- Sights, Sounds, Smells
- Routine Makeovers

Lobby Tips

- First Visual Impression



Lobby Tips

- First Visual Impression



Lobby Tips

- Natural Lighting
 - Warm
 - Compassionate
 - Vibrant
 - Living



Lobby Tips

- Seating
 - Padded
 - Armrests
 - Close to Exam Rooms
 - Analyze Client's View



Lobby Tips

- Reading Materials
 - Pet-specific
 - Review All Materials before You Place Them in Your Lobby



Lobby Tips

- Refreshments
- Shade Tree Grown Free Trade Coffee
- Bottled Water
- Trail Mix
 - Walnuts
 - Almonds
 - Raisins
- Granola Bars
- Information Kiosk



Lobby Tips

- Retail Area



Lobby Tips

- Food Displays



Lobby Tips

- Main Lobby Rear Wall
 - Signage
 - Fish Tank
 - Pictures



Lobby Tips

- Countertop Retail



Lobby Tips

- Organized Workspaces
 - Uncluttered
 - Neat
 - Good Visual Fields



Lobby Tips

- Live Plants



Lobby Tips

- Air Ionizer
- Scented Oils
- Overhead Music
- Defined Paging and Overhead Terminology
- Pet and Client Photo Albums
- Smile and Success Books
- Staff and Hospital Award Wall

Greeting Tips

- Client Greeting while on Telephone



Greeting Tips

- Greeting Client



Greeting Tips

- Warm Smile



Greeting Tips

- Escort Client into Exam Room



Greeting Tips

- Technician to Receptionist Pass-off



Other Tips

- Create and Organize Specific Lists
 - Lost and Found Pets
 - Special Orders
- Appointment Organization
 - Schedule for the Day based on Staff and Capacity
- Minimize Wait Time
 - Less than 5 minutes
- Be Jovial and Promote Client Interaction
- Make Contact with Pets

**YOU
CREATE
THE
MOOD**

For Staff Training and Client Education Materials:

www.E3Management.com



DrWard@E3Management.com

2:00 pm – Leaving Work on Time

3:05 pm – The Medical History – Getting the Most

4:10 pm – Dealing with the Dirty

A stylized, cursive logo for the word "Life". The letters are blue and set against a yellow background. The logo is positioned at the bottom center of the slide, with a light blue rectangular bar behind it.