

Set Client Service Standards with Your Team

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Staff Empowerment

Can only be achieved through staff training



Training Can Be a Daunting Task for the Practice Owner

Questions and Decisions:

What to Train?
How to Train?
When to Train?
How to Empower?





Staff Training

The top priority is to train every health care team member about the standards and core values the practice's vision represents:

Standards of Patient Care

Standards of Professional Image

Standards of Excellent Communication

Standards of Exceptional Service

Standards of Professional Conduct

A Passion for Excellence

Setting Standards of Patient Care

The standards of care are determined by the veterinarian which represent the level of care a pet receives in the practice

The standards of care are set high and the healthcare team is trained as to why they are essential in the delivery of excellent pet care



Standards of Patient Care

Wellness Standards

Diagnostic Standards

Therapeutic Standards

Hospitalization Standards

Anesthetic Standards

Surgical Standards

Treatment Standards



Wellness Standards

Examinations Vaccinations Preventions Routine Diagnostics Dental Care Grooming/Behavior Nutrition





Importance of Physical Exam

- What is the common fee?
- How often is the exam recommended?
- Verbalize the 12 Body Systems to the client to add value and to educate
- Send home a summary of the normal and the abnormal findings along with recommendations

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Preventatives

Set a standard recommendation for:



Heartworm Prevention
Flea/Tick Control &
Prevention
Intestinal Parasite Control
&Prevention



Routine Diagnostics

Heartworm Test
Fecal Test
Healthy Pet Blood
Profile





Nutrition

Set a standard recommendation for:

Maintenance Diet Prescription Diet





Client Communication Tools

Create value in wellness recommendations with excellent client communications tools

Love and Protection Guidelines

12 Body System" Comprehensive Exam

Annual Health Profile (bloodtest)

DA2LPP/CPV vaccination: yearly

Heartworm Test (bloodtest)

Rabies vaccination and license

Intestinal Parasite Exam (fecal)

Strategic Deworming

Bordetella vaccination: yearly

booster

EKG*

Nutritional, Behavioral Review and

Counseling

Health Maintenance

Recommendations



Diagnostic Standards

Does the practice have a standard of performing diagnostic tests before treating the pet?



Diagnostic Standards for Routine Cases

Skin

- √ Blood Work
- ✓ Scraping & Analysis
- √ Fungal Culture
- √ Wood Lamp Exam
- ✓ Allergy Testing





Diagnostic Standards for Routine Cases

Eyes

- ✓ Corneal Staining
- ✓ Tonometry
- √ Schirmer Tear Test





Diagnostic Standards for Routine Cases

Ears

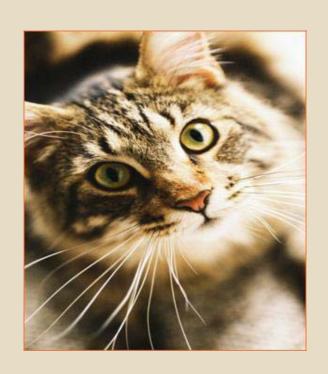
- √ Cytology
- ✓ Culture & Sensitivy
- √ Ear Mite Exam





Therapeutic Standards

Medications Injections **Conversion Charts Dosage Rates** Charts for fluid flow rates Catheter maintenance





Animals' Bill of Rights

Right to have a clean cage, food and water Right to have affection Right to preventative care

Right to accurate diagnosis





Hospitalization Standards

Care of the pet
Visitation
Evaluation of the pet

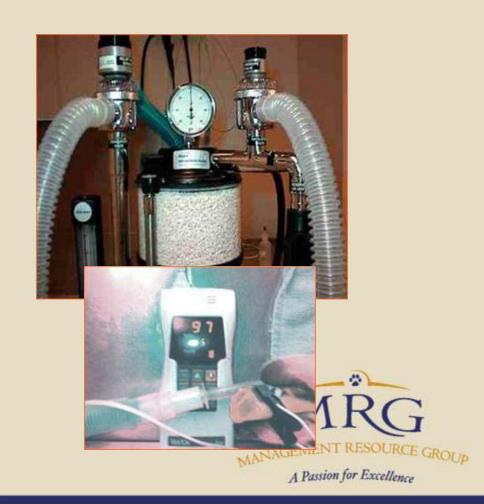
Medications and chart updates





Anesthetic Standards

Pre-anesthetic profiles **Pre-medications** Fluid therapy Monitoring standards Isoflurane gas **Pain Management**



Surgical Standards

Sterile technique **High tech Equipment Surgical wound** appearance Laser surgery Post surgical care Release instructions **Bandanna**





Treatment Standards

Keep It Simple:

12 Body systems

10 Routine cases per body system

120 Treatment Protocols preloaded

in the computer



Treatment Plans By Design

Creates consistency with quality of care

Empowers the healthcare team

Efficiency of the workflow

Regional Emergency Animal Care Hospital 677 Brevard Road Asheville, NC 28806 828.665.4399

Client:	Jim Guenther	Date:	4/7/03
Patient:	Alice	Number:	070543
Procedure:	Pyometra 21-50#	7200 752800	17700000
Code	Service	Quantity	Fee
Day One	5-2-3-3-3-3		35.00
DOP.	Exam	1	28.50
EMBO	QBC	1	
	General Panel	1	42.50
ULT	Ultrasound-Single Organ	1	65.00
EIVF	TV Catherization	1	25.50
	TV Catheter	1	4.50
	TV Set and Extension Set	1	5.50
	flandage		3.00
	TV Pump	1	15.00
INT	Intensive Hospitalization		55.00
EIGA	Induction Charge	1	25.00
	Monitors	1	25.00
	Isoffurane per minute	40	80.00
essc	Operating Room Fee	1	25.00
	Sterile Surgical Pack	1	22.50
	Sterile Cap/Gown/ Gloves	1	15.00
	Sterile Blade	1	3.00
SUIT	Starrie Suture	4	34.50
CAPYSD	Canine Pyometra 21-50#		175.00
TORS	Tortogesic 10mg/ml	.5	18.50
CEFE	Cafazolin ing. 100mg/ mi		25.00
CEFT	Cefazolin ing. 100 mg/ml		25.00
	Celezoen ing. 100 mg/m	2.5	2000
Day Two	Hospital Progress Check		17.50
HOSPC			8.50
LPS1	Liter LRS	21	28.50
CEPT	Cephalexin 500 mg	Total	\$807.50

For your convenience we have prepared a detailed Patient Standard of Ca (Estimation) for the services expected along with their potential costs. Estimate cannot predict actual costs, and some of the teams will be adjusted due to longift

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Setting Standards of Professional Image

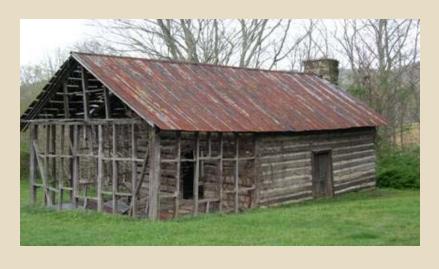


Setting Standards of Professional Image

There's an old saying in management, that the "First Four Minutes" is all you have to make a great impression to a new client.



Which is More Appealing?







The Building

 What does the sign, parking lot, landscape, and the exterior of the building say to you





Reception Area

Does the image of the practice represent the quality of medicine and client service?





The Waiting Area

- Is it clean, odor free, and organized?
- Are the plants alive and healthy?
- How about the receptionists desk area?





What About The Rest Of The Hospital?

 Are the offices clean and organized?

 What type of message does the treatment area give?





Standards of Professional Image

Personal appearance has an influence on the development of trust and effective communication between individuals.

By following a written protocol in regard to appearance, the practice is better able to foster trust and communication between team members and the clients they serve.





Standards of Professional Image

Printed and Electronic Materials

Invoices
Reminders
Business Cards
Correspondence





Setting Standards of Professional Conduct



Standards of Professional Conduct

The practice should utilize a written protocol for professional conduct such as:

Respect for other team members

Respect for clients

Respect for animals (alive or deceased)

Conduct when in the presence of a client

Positive Body language

Verbal and written communication



Standards of Professional Conduct

A written protocol ensures that the practice team accepts responsibility for and demonstrates a uniform and high level of professional conduct, ethics and behavior



Standards of Conduct . . .

Be Communicative.

 Our healthcare team must be able to answer questions, volunteer information and communicate knowledge to our clients and our fellow healthcare team members.

Be Conscientious.

Our healthcare team should assist clients with their pets.
 Minimize noise as much as possible. Report client's
 comments for future action and be alert to remember
 references to other clients or clinics. Listen for complaints
 from our clients. Do not allow a client to wait for service and
 make eye contact when cannot speak to a client.

Be Considerate.

Always give the client the right of way. Excuse yourself when leaving the exam room or the presence of a client.
Use words such as "please" and "thank you," "good-bye" and "good morning". Respect other healthcare team Respect of the respect of the

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Standards of Conduct . . .

Be a Self Starter.

 Start necessary jobs even if it is not part of your job description. Ask intelligent questions and volunteer suggestions to our clients and to the healthcare team.

Be Reliable.

 We must make good on our promises in a dependable and accurate fashion in order to be reliable. Be on time for your scheduled shift and be thorough in work.

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Be Willing to Accept Direction.

PROFICIENT SKILLS

Abilities:

- Have natural inclination for serving people
- Able to follow directions
- Able to be neat in your work
- Able to concentrate in a fast-paced environment
- Possesses "loyalty" for the job because of interest in pets and people

Organization:

 Able to multi-task, "catalogue" orders and plan work to save steps

Reduces trips to and from exam room, reception Real area, treatment area, and pharmacy

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PROFICIENT SKILLS

Promptness

- Energetic
- Quick
- Enthusiastic
- Active
- Readiness to act -- a "self-starter"



HOW TO CONDUCT YOURSELF IN THE HOSPITAL

Your Personal Conduct

- Be sure to walk quickly but never run in the hospital.
- Speak softly in the hospital.
- Smoking, drinking, eating will not be tolerated in the reception area or in view of a client.
- Be alert and attentive at all times. Your hands should be at your sides not in your pockets or on your hips.
- Remember NO short cuts. This is a health care facility and excellent health care is our business.
- No profanity or emotional actions in the clinic.
- Do not sit on or lean against the counter.
- Clean up your mess as soon as possible and definitely before leaving your shift.



You and Your Co-Workers

- Avoid unnecessary conversations with your coworkers in front of clients.
- Don't complain to other co-workers about workrelated difficulties. They cannot change the problem. Go your supervisor and/or the practice manager team to resolve the issue.
- Never stand around in groups.
- Always conduct yourself in a professional manner when interacting with other staff, to ensure smooth operation.
- Treat personnel as LADIES and GENTLEMEN.



You and Our Clients

- Always greet your clients, referring to the pet by name.
- Never argue in the hospital, especially with a client
- Do not count money or jingle coins in the presence of clients.
- Don't hurry our clients.
- Always be courteous, even if you disagree with a client.
- Don't point in the hospital. Take a client to where he/she needs to go.
- A client should never have to request a service.



Setting Standards of Exceptional Service



Standards Of Exceptional Service

Detailing practice philosophies in written protocols provides:

Consistency of communication

Enhances client trust

Supports the value of client service within the practice team

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Standards Of Exceptional Service

Greeting our clients and patients

Meeting our clients needs

Bid a fond farewell





Greeting Our Clients and Patients

Welcome clients as quickly and courteously as possible with eye contact and a smile





Meeting Our Clients Needs

In a client/patient centered practice, the top priority is to meet the needs of the client and the pet



Take "No" Out of Your Vocabulary

Identify ways to say "Yes" to clients





Bid the Client a Fond Farewell

Communicating to the client that we appreciate serving them is essential to compliment the overall experience



Standards Of Exceptional Service

The Essentials of Politeness

Eye contact and facial expression

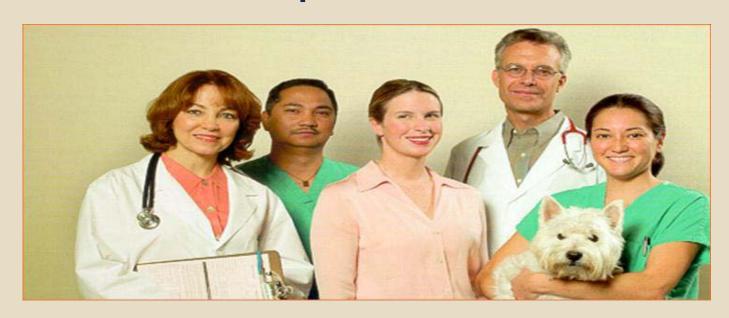
Use of distinctive phrases of anticipation and gratitude

Use of personal names

Positive body language



Eye Contact and Facial Expression





Use of Distinctive Phrases of Anticipation and Gratitude

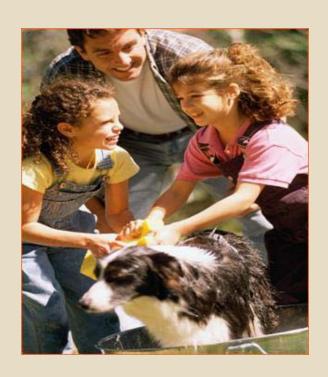




Use of Personal Names

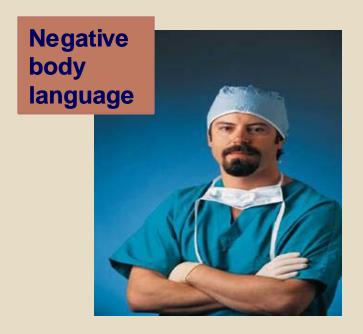
Using the client's name and pet's name is like music to their ears

It is a sign of recognition and respect





Body Language







Setting Standards of Exceptional Communication



Standards of Excellent Communication

Telephone
Email
Medical Records
Clients
Entire Team





VERBAL COMMUNICATION

- Our choice in words is very important because it represents the image of our hospital and the image of our veterinarians.
- The goal for Friendship is to have a professional healthcare team who communicates with our clients on a professional level in order that the client instills confidence in our entire team.



Responding To Clients

Professional Verbiage "Welcome" "Good morning" "Certainly" "My pleasure" "Have a nice day" "Yes, of course" "It's a pleasure to meet you." "How may I help you?" 'Could you please hold?" "Thank you"

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<u>Unprofessional Verbiage</u>
           "Hi"
      "What's up?"
          "OK"
         "Yeah"
        "Un-huh"
      "No problem"
     "I don't know"
       "Hang on"
        "Kind of"
     "Pretty much" "I think"
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A Passion for Excellence

Standards of Communication

- It is very essential we communicate sincerely and speak from our hearts with a smile -- convincing the client that we care for their pet's well being.
- As a team, we must hold everyone accountable for changing our habits in our own personal communication while in the hospital. Be open to your peers and your supervisors of reminding you to use professional verbiage.



EACH CLIENT IS VALUABLE

- Be cooperative and useful. Make the client feel he/she is getting your personal attention. Be careful not to convey impatience. The client doesn't know it may have been a bad time to call.
- Dealing with clients in a professional manner helps establish trust, respect, and confidence.



Communication Tools



MANAGEMENT RESOURCE GROUP

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Medical Records

SOAP Format

AAHA Standards

Entire team is held accountable





Using the Telephone





Answering the Phone By Saying...

Thank you for calling Advanced Animal Care Centre, this is Tracy.



You and Your Voice Makes the Difference

Your voice reflects your attitude and enthusiasm.

Your pace of speech is the tone and inflection

Your clarity reflects how fast or slow you speak.





Answering Questions and Giving Information by Telephone

When a caller asks the price of a service, respond by telling them what the service includes,

Then give the price



Dealing with a Rude or Irate Client

Seek First to Understand

Ask for Clarification

Show Understanding

State What Action Will Be Taken

Follow Up





Additional Telephone Training

Using the intercom
Placing calls on hold
Taking messages





Setting Standards is Essential

In order to:

Increase the capacity for service Empower the healthcare team To be a Client/Patient Centered Practice

To be a Success!



Thank You!

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