

1. Record Nr.	UNINA9910459815503321
Autore	Baird Kristin
Titolo	Customer service in health care : a grassroots approach to creating a culture of service excellence / / Kristin Baird
Pubbl/distr/stampa	San Francisco : , : Jossey-Bass Chicago : , : Health Forum, , [2000] ©2000
ISBN	1-119-02031-X
Descrizione fisica	1 online resource (179 p.)
Collana	J-B AHA Press
Disciplina	362.1/068
Soggetti	Medical care - Customer services Patient satisfaction Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Customer Service in Health Care: A Grassroots Approach to Creating a Culture of Service Excellence; Contents; List of Figures and Tables; About the Author; Preface; Acknowledgments; Chapter One: Why Customer Service?; What Are the Standards of Behavior?; The Golden Rule with a New Twist; Expectations Are Higher in Health Care; The Direct and Indirect Costs of a Bad Experience; A Look at Revenue Loss; What Reputation Can Do; Don't Just Satisfy Them, Get Them Talking!; Satisfaction or Excellence?; What Would You Like Them to Say about You?; Customer Service as It Relates to Business Development SummaryReferences; Chapter Two: Setting Your Course-Senior Leadership Takes the Wheel; Top-Down Communication; Articulating Core Values; Articulating Organizational Values; What Message Have You Given Managers?; Leadership Skills Assessment; Do You Have the Right People in Management?; Leading toward a Corporate Culture of Service Excellence; Making Sure All the Leadership Team Are on the Same Page; Today's Health Care Managers; Mentor, Monitor, and Measure; Clarify What Is Expected of Managers; Bottom-Line Results; Reinforcing Positive Behavior; Eliminating Problem Behavior It's Not a Program-It's a Way of LifeSummary; References; Chapter

Three: Championing Buy-In and Ownership- You Can't Do It Alone; The Customer Service Champion; Creating a Customer Service Team; Lessons Learned from Team Member Selection; Getting Support from the Top; Creating a Team Mission Statement; Defining Expectations of Team Members; Ground Rules; Team Goals; Summary; Chapter Four: Where Are You Now?-Establishing Your Baseline; Gathering Baseline Data; Baseline-the Patients' Perspective; Baseline-the Employees' Perspective; Baseline-the Medical Staff's Perspective Seeing the Big PictureSummary; Reference; Chapter Five: Creating Meaningful Standards to Live By; Why Create Standards for Customer Service Performance?; Who Should Define the Standards?; Look for Role Models; Make It Their Idea; Focus Group Objectives and Discussion Guide; Conducting Focus Groups; Scheduling the Groups; Extending a Welcome; Setting the Ground Rules; Summarizing the Results; Moving from Discussion to Specific Behaviors; Summary; References; Chapter Six: The Training Sessions-Getting Everyone on the Same Page; Seek First to Understand, Then to Be Understood One Size Doesn't Fit All-Understanding Unique Training NeedsManagement Training; Tie the Message to Existing Policy; Keep It Interesting; Rethink the New-Employee Orientation; Corporatewide Training; Make Training Accessible and Diversified; Who Should Be Included in the Training Sessions?; Session Evaluations; Graduating to a Second-Generation Customer Service Team; Summary; References; Chapter Seven: Keeping the Effort Alive; The Real Work Begins; Departmental Action Plans; Make Your Promise Visible; Provide Patient Satisfaction Data; Coach the Coaches; Communication; Employee Newsletters Bulletin Boards

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#### Sommario/riassunto

Research confirms that it is six times more costly to attract a new customer than it is to retain an existing one. Creating a culture of service excellence requires planning, preparation, and persistence. Customer Service in Health Care is designed to provide readers with the fundamental information and skills to start or strengthen a customer service initiative within a health care organization. This book concentrates on action as opposed to theory. It offers a practical, step-by-step process for creating a culture shift toward customer service excellence at all levels of an organization, and

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2. Record Nr.	UNISALENTO991001537889707536
Autore	Rovito, Pier Luigi
Titolo	Respubblica dei togati : giuristi e società nella Napoli del Seicento / Pier Luigi Rovito
Pubbl/distr/stampa	Napoli : Jovene, c1981-
Descrizione fisica	v. ; 21 cm
Collana	Storia e diritto ; 8
Disciplina	349.45731 342.457
Soggetti	Diritto - Regno di Napoli <1266-1815> Regno di Napoli <1266-1815 Ordinamento giudiziario Sec. 17.
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Include riferimenti bibliografici e indice
Nota di contenuto	1.: Le garanzie giuridiche. - c1981, stampa 1982. - XX, 486 p.