



# POSITIVE EXPERIENCES FOR PATIENTS

"They may forget your name, but they will never forget how you made them feel." - Maya Angelou

This course focuses on providing a positive customer experience for patients. It explores effective approaches to building strong relationships with patients and understanding their needs and preferences. Participants will learn how to develop an effective communication strategy to effectively engage with patients and identify opportunities to enhance their experience. We'll also discuss how to anticipate potential issues and come up with creative solutions. In addition, the course includes methods for measuring patient satisfaction and strategies for improving patient services in the future. At the end, participants will have the skills and knowledge necessary to provide an excellent patient experience.

## Key Course Content:

- Blueprint your existing patient experience
- Consider your patients as guests to critique dramaturgy techniques
- Motivate your people to move beyond excellent patient services as a performance metric
- Critique the impact of positive patient experiences and stakeholder relationships
- Build rapport with patients and carers (even when it seems impossible)
- Substitute vocabulary that diminishes the ideal customer experience
- Manage patient expectations professionally and practically
- Evaluate how behaviour and attitude impacts on self and others
- Appreciate the patient's perspective and experience
- Develop improved communication skills for improving the patient's experience



## Target Audience:

The course can be tailored for the specific cohort whether it be the leadership team, another group of managers/team leaders or employees.



## Duration:

This course is available as a 1-day course or a truncated half-day course.



## Delivery:

This course can be delivered both in-person or virtually. For virtual delivery, we can use our virtual platforms or your organisations.



## Group Size:

We recommend a group size of 4-10 people.