



THE ESSENCE OF CARING

Attaining Excellence in Patient Relations, Customer Service, and Client Loyalty

Rationale

Dictionaries offer synonyms for the word “caring” like *devoted, cherished, doting, tender, and fond*. *The Essence of Caring* is designed to enable your employees to demonstrate a “caring” behavior and ensure your clients perceive they are receiving good care in a hospitable manner with individualized service – that is *The Essence of Caring*.

Providing quality care is more of a challenge now than ever before. Not only because advances in medical technology have created a multitude of treatment options, but also because patients have higher expectations, more managed healthcare choices, are more knowledgeable – and WANT to be informed.

In fact, informing in a “*caring*” manner has now become almost as much a part of treatment as medical intervention. That is why responsible healthcare providers know how to provide this information competently, accurately, and compassionately.

Caring, Not Processing

While the medical competence of healthcare providers and their staff is Priority Number One among patients and their families, *caring* is a close second. That *caring* can only come across through well-developed communication skills and a heightened sense of empathy.

Caring about others comes naturally; the challenge is showing you *care*... even when you’re busy, tired, or focused on getting a job done. *The Essence of Caring* will teach the skills needed to consistently convey a *caring* attitude in a positive and sincere manner.

Experiential Learning

The Essence of Caring will provide your employees the opportunity to network with co-workers from all areas of your organization, during a video-based learning system designed to enhance patient relations, garner increased client loyalty, and improve overall internal and external customer service. The technology focuses on enhancing communication, interpersonal and customer service skills, so they can do their best in meeting the challenges they are faced with every day. *The Essence of Caring* works because it is built on their reality!

Superior Quality Service

**Specifically Designed for the Unique Needs of
Medical Clinics, Hospitals, Managed Care, and HMO Organizations.**

The goal of *The Essence of Caring* is to improve service to internal and external customers – clients, their families, the medical and non-medical staff, and each other!

Benefits

The Essence of Caring will:

- Enable employees to accomplish more with fewer resources while maintaining quality of work and client loyalty.
- Reduce customer complaints and staff turnover.
- Lessen the risk of client litigation through enhanced staff interpersonal skills.
- Build patient loyalty and positive word of mouth advertising.
- Support continuous quality improvement initiatives.
- Create pride in routine performance.
- Encourage and support employee teamwork.
- Improve attitude, morale, and communication skills.
- Reinforce your customer service philosophy.
- Empower staff to deal more effectively with patient problems.

The Technology

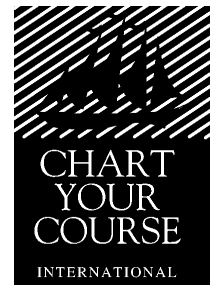
To create an environment and opportunity for group interaction and communication:

- The program is driven by 60 minutes of video delivered in three sessions of up to two hours each. The video provides positive and negative examples to enable participants to identify and learn.
- The user-friendly *Leader Guide* is used by facilitators to implement the learning system on site. Facilitators are selected by your organization based on their peer respect, enthusiasm, and their true belief in the importance of quality service. The *Leader Guide* explains how to run group discussions, what materials are needed, and provides a step by step “goof proof” system for the Leader’s use in conducting each session.
- A *participant book* and support materials are used by employees to maintain enthusiasm and commitment. Outside reading enhances the learning experience and reduces the amount of time participants and facilitators are away from their normal duties by as much as sixteen hours. Less training “downtime” means less cost for your organization.

Information available by contacting:

Greg Smith, President
Chart Your Course International, Inc
2814 Highway 212 SW
Conyers, GA 30094
770-860-9464
800-821-2487

www.chartcourse.com



What Others Are Saying About Essence Of Caring



- ✓ "This has been wonderful for me. It's helped me refocus on where I am and where I want to be."
- ✓ "It makes you feel like you 'can do' and gives you the skills 'to do'."
- ✓ "These are things that can be incorporated into all aspects/relationships in life."



So Many Services.

So Close to Home.

- ✓ "The group continued to express how their perception/interactions had changed due to the training..."
- ✓ "I have been VERY PLEASED with the program."



Community Hospital of the Monterey Peninsula®
Innovative healthcare with a human touch

- ✓ "...I gained a better understanding of how I can affect a change."
- ✓ "...brings more understanding of what customer service should be."
- ✓ "I gained tools that I can apply personally and professionally."