

**Communication  
Strategy  
Consultants**

*in alliance with:*

**Training House, Vital Learning,  
HRD Press, Human Technology and the  
Service Quality Institute**

136 WEST 74TH STREET  
NEW YORK, NY 10023  
(212) 362-5215  
Fax: (212) 362-6169  
email: [David@communicationstrat.com](mailto:David@communicationstrat.com)

## THE ESSENCE OF CARING

### SUPERIOR QUALITY SERVICE

**Attaining Excellence in Patient Relations, Customer Service and Client Loyalty Through a Learning Technology Specifically Designed for the Unique Needs of Clinics, Managed Care and HMO Organizations.**

#### THE BENEFITS

Specifically, *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 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!

#### 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.

*for information, visit [www.communicationstrat.com](http://www.communicationstrat.com)*

## THE ESSENCE OF CARING

### 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 that 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 that 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 that 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!*

### MORE INFORMATION AVAILABLE BY CONTACTING:

#### COMMUNITY STRATEGY

136 West 74th Street

New York, NY 10023

212-362-5215

[david@communicationstrat.com](mailto:david@communicationstrat.com)

# THE ESSENCE OF CARING

## OUTLINE OF THE SESSIONS

What you'll accomplish in conducting THE ESSENCE OF CARING program.

### *Session One:*

- ◆ Identify why patients and families decide to use a particular health care facility.
- ◆ Use pre-recorded dramatizations to illustrate the significance of good service.
- ◆ Use pre-recorded dramatizations to analyze performance with patients and staff.
- ◆ Understand how attitudes are telegraphed to patients and staff.
- ◆ Conduct a participant's inventory of present patient relations, attitudes and practices.
- ◆ Develop familiarity with positive and negative communication in their relationships with patients and others.
- ◆ Examine our daily need for positive communication.

### *Session Two:*

- ◆ Test participants' grasp of positive and negative communication and how to spot it.
- ◆ Gain understanding of other forms of communication—zero, crooked, hostile and plastic communication.
- ◆ Identify the consequences of these types of communication in dealings with patients and staff.
- ◆ The mastery of self as a requirement of good patient relations.
- ◆ Practice making patient feel important because they really are important!
- ◆ The “how-to” approach to communicate with patients and their families.
- ◆ Practice vital telephone techniques.
- ◆ Master the art of listening to your patients and others.
- ◆ Learn how to ask good questions.

### *Session Three:*

- ◆ Develop familiarity with the “how-to's” of performing for patients.
- ◆ Review ways of learning for the benefit of others.
- ◆ Know when to make promises.
- ◆ Know how to handle special problems.
- ◆ Avoid the dangers of “too much knowledge.”
- ◆ Overcome the barriers to positive communication.
- ◆ Know the “ways” of practicing THE ESSENCE OF CARING principles.
- ◆ Deal successfully with a “problem” or complaining patients and families.
- ◆ Learn techniques for switching an angry patient into a satisfied one.
- ◆ Put THE ESSENCE OF CARING to work for you.