FIRST IMPRESSIONS
ARE LASTING IMPRESSIONS
How to Contribute to the Success of Agency Services
Define what makes great service and compare how your personal service delivers on Kano’s Model of Customer Perception

Identify your role in meeting customer and agency objectives and generate ideas to improve the first and last impression

Begin to analyze situations that are critical to engagement and evaluate whether or not you have the information you need to provide customers with the answers and ideas they are looking for

Illustrate the use of Checklists and “Cheat Sheets” to capture critical process steps and improve customer interactions.
Polling Questions

What is your role in the organization?

Clinical director
Receptionist
Front desk administration
Scheduling
Intake coordinator
CEO
Clinician
Other
Polling Question

In your role:

Are you the person who is the first point of contact with the customer?

Do you supervise the people who provide first or last point of contact?
A good service strategy involves customers and employees.

“One of our responsibilities of being a manager is to use those rare occasions not only to admire but to examine and challenge the same well-oiled machine you so proudly manage.”
Disney parking lot VP is tasked with reinventing the parking lot experience every year.

Because 70% of the customers arrive in a car.
Customers are looking for:

- Services
- Information
- Ideas
Customer’s First Impression

Looking for service, information and ideas

**START**

- Customer phones agency

  **Website**

  **Walk-in**

  **Referral**

  Other 1st Contact Options

  Customer routed to voicemail

**Yes**

- Someone answers phone?

**No**

  - Receptionist able to help customer?

**Yes**

  - Receptionist “thanks” customer

**No**

  - Transfer customer to qualified staff person

**Hang up phone**

**END**
Help for HIV Florida

HIV/AIDS Network of Southwest Florida

HIV/AIDS Services

Back to Services

Patient Assistance Programs
HIV/AIDS services and programs can be a confusing jumble of acronyms. This box lists HIV/AIDS Patient Assistance Programs and the HANS Member Agencies who provide these services. Click on a Member's name to get more details, including contact information. Below the box, you will find an explanation of the various acronyms with links to further information.

<table>
<thead>
<tr>
<th>Provider</th>
<th>ADAP</th>
<th>AICP</th>
<th>HOPWA</th>
<th>PAC Waiver</th>
<th>Ryan White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charlotte Co. Health Dept.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td>✔</td>
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<tr>
<td>Community AIDS Network</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>DeSoto Co. Health Dept.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Hedges Pharmacy</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Manatee Co. Health Dept.</td>
<td>✔</td>
<td></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Positive Healthcare</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Sarasota Co. Health Dept.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

Need help? Contact your case manager or county health department.

ADAP  AIDS Drug Assistance Program
ADAP helps ensure that underserved and uninsured individuals living with HIV/AIDS have access to lifesaving medications.

Benefits:
- If you qualify, ADAP may pay for some or all of the cost of HIV/AIDS-related medications not covered by other insurance
Clicked on one location

PHP (HMO SNP)

PHP is a Medicare Advantage Prescription Drug health plan specifically for Medicare beneficiaries who are living with HIV and reside in Duval, Broward and Miami-Dade Counties.

PHP is the first HIV-specific special needs health plan approved by the Centers for Medicare & Medicaid Services (CMS). This plan covers routine doctor and specialist office visits, emergency and urgent care, hospitalization, and more. It also includes a prescription drug benefit for no monthly premium.

PHC Florida

PHC Florida is a Medicaid managed care plan designed specifically for HIV-positive individuals who are eligible for Medicaid and live in Broward, Miami-Dade and Monroe Counties. PHC Florida is a Managed Medical Assistance (MMA) plan offered through Florida’s statewide Medicaid Managed Care Program.
Search for Drug Addiction TX, FL

- Sunspire Health Hyde Park
  - 215 W Verne Street Suite ...
  - Tampa, FL 33066

- Tranquil Shores
  - 4300 Duhme Road
  - Madeira Beach, FL 33708

- River Oaks
  - 12012 Boyette Road
  - Riverview, FL 33569

- Beachside Rehab
  - 300 S 6th Street
  - Fort Pierce, FL 34950

- Recovery First
  - 4110 David Road Extension
  - Hollywood, FL 33024

- Beachway Therapy Center
  - 2600 Quantum Blvd
  - Boynton Beach, FL 33426
Affordable Drug Rehab Treatment Centers in Florida pg3

By Jorge (George) Fernandez

No Cost Rehab Assistance

Alcohol Abuse Treatment

Leading Alcohol Rehab

g.hishouse.rehab.com/alcohol

30, 60 And 90 Day Programs. Get a Free Evaluation. Call Today!

Find a Doctor Near You

Archstone Recovery Center has the solution to your Drug and Alcohol addiction. Our expert staff will help you take back control over your life before it's too late, while lifting the worries of your friends and family. We provide personalized drug, alcohol and other substance abuse treatment programs that are both effective and affordable. No matter what stage you or your loved one is in or how long you have lived with the addiction, you can make a change. CALL TODAY at 1-888-745-9788 and discover how we EMPOWER our clients to achieve lasting recovery by teaching them how to not only stay sober, but how to live a substance-free life. Using a state-of-the-art alcohol and drug treatment and rehabilitation program, we focus on treating the whole person and contributing factors of addiction.

Our care is unique and our professionals in our residential detox program strive to provide the utmost support to our client during recovery. Don't let addiction ruin your life and leave your family devastated. Take the first step toward freedom from addiction and CALL TODAY at 1-888-745-9788. We are open 24 hours, 7 days a week.

Archstone Recovery Center
501 W Perry St?
Lantana, FL 33462, USA
Tel: (888) 745-9788
Website: www.archstonerecoverycenter.com

Alternatives in Behavioral Health is dedicated to providing high quality, goal-oriented, faith-integrative counseling to achieve and maintain emotional well-being for individuals. We seek to achieve these goals by providing individualized care for those working through substance abuse and mental health issues. Our Intensive Out Patient (IOP) and Out Patient (OP) programs provide specialized treatment in either a group or individual setting, based on your assessed level of care. Our staff is experienced, and...
What the websites promise

- **the solution** to your Drug and Alcohol addiction
- help you **take back control over your life before it's too late**, while lifting the worries of your friends and family
- **personalized** drug, alcohol and other substance abuse treatment programs that are **both effective and affordable**
- Our Intensive Out Patient (IOP) and Out Patient (OP) programs provide specialized treatment in either a group or individual setting
- We are a community safety net, working closely with numerous agencies to ensure that all in **need receive hope, healing, and recovery**.
- **Quality is ensured through a collaborative approach** between psychiatrists, psychologists, and therapists, many of whom have been working together for 20+ years. Services provided: Psychiatric Evaluations; Medication Management; Psychotherapy; Counseling; Group Therapy; Family Therapy; Relationship Counseling; Intensive Outpatient Services; Chemical Dependency Services; Eating Disorder Services; Autism Spectrum Services; Applied Behavior Analysis (ABA) Services; Cognitive Behavior Therapy (CBT); EMDR.
The facility provides detoxification, methadone maintenance, methadone detoxification, and buprenorphine services to the public. The treatment center provides residential short-term treatment and residential long-term treatment care. There are special groups and programs for persons with co-occurring mental and substance abuse disorders, persons with HIV and AIDS, gays and lesbians, seniors and older adults, pregnant and postpartum women, women, and men. Special language services provided include assistance for hearing impaired and Spanish. Payments via Medicaid, state financed insurance, Medicare, private insurance, military insurance, and access to recovery voucher are accepted. Payment assistance is offered by way of case by case basis (check with facility for specifics).
If you promise it you need to deliver it
What is Great Service?

Unless we define it we may not consistently deliver it.

- Think about a great customer service experience you have had in the past week.
- What made the experience great (better than usual)?
- How did you feel during the experience?
- What is your lasting impression of the provider?
Kano’s Model of Customer Perception

- Delighters
- More Is Better
- Must Be
- Absent → Fulfilled

Customer Satisfaction

Presence of the Characteristic

Delight
Neutral
Dissatisfaction
Front line staff

- Greeting
- "Triage"
- Scheduling
- Assessment
- Verifying Insurance
- Filing
- Cleaning and tidying the reception area
- Billing
- Other duties as assigned
What do you have to do?

- Answer the phone and “say something” so the caller knows the call is answered.
- Provide a service, an answer or an idea.
How can you do it better?

- Smile while talking
- Talk clearly — annunciate
- Use language the customer is familiar with and understands
- Answer in 3 rings or less
- “Use a script”
- Resist the temptation to multi task!
- Listen and ask good
How can you delight the Customer?

Ask an open ended question
How Can I Best Help You Now?
Is there anything else I can help you out with today?

Go the extra mile - Provide additional information
Recap the phone call and ask them to confirm next steps
Provide the agency name & number
Ask them to call you back personally if they need something

Thank them for calling
Wish them a great day?
From this............
How can you delight the Customer?

Do you do something that is special? Do you have a signature touch?
Every contact we have with a customer influences whether or not they’ll come back. We have to be great every time or we’ll lose them. – Kevin Stirtz
Polling questions

Do you have a formal training program to teach great customer service?

☐ Yes
☐ No

Do you have informal processes in place?

☐ Yes
☐ No
FIVE STAR SERVICE is not an accident

Identify what good service means to you, your customers, your boss, agency staff, your coworkers.
If you do not have a plan make one!

- Include staff in planning and training opportunities.
- Weekly reports on what customers asked for that staff could not “deliver on”
- Hold brainstorming sessions to problem solve and identify new services to offer.
- Weekly review of good service staff have had and think of ways to include these best practices in your organization.
Eliminate barriers for the reception/intake staff

The more paperwork and policy you have up front the less time they will have to listen.

Train their response: role play difficult situations so they have the tools they need to respond quickly

Support and encourage when you hear good interactions

Separate praise and criticism.
FISH — Stephen C. Lundin, Ph.D, John Christebsen and Harry Paul

Knock Your Socks Off Customer Service — Ron Zemke

Customer Service Training for Healthcare Professionals: ”Improve Your Customer Service Practices” — Reba Haley, Ph.D
How does your role fit into the bigger picture?

<table>
<thead>
<tr>
<th>Customer</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy Access</td>
<td>Admissions</td>
</tr>
<tr>
<td>Quick Service</td>
<td>Wait time</td>
</tr>
<tr>
<td>Information</td>
<td>Outcomes</td>
</tr>
<tr>
<td>An Appointment</td>
<td>EMPATHY</td>
</tr>
</tbody>
</table>
Empathy
Customers may forget what you said but they’ll never forget how you made them feel. – Unknown
Empathy, The Human Connection to Patient Care, Cleveland Clinic
https://www.youtube.com/watch?v=cDWvj_q-o8
TO DO LIST

1. SO
2. MANY
3. THINGS
Block Grant Requirements
Provide Services, Information and Ideas for the following:

Women and dependent children
HIV
Tuberculosis
Capacity Management
Interim Services
Other criteria

Other financial means to obtain treatment?

Where appropriate the family is treated as a unit

Preferences for admission:

Pregnant injecting drugs users

Injecting drug useers
What are the critical elements to ensure a success?
Checklist tools included in the grant packet can be customized for the staff.

Appendix A

Table 4 summarizes the description of the corresponding services discussed in Section I, Page 4 of this document for delivering services to women and dependent children required by the federal government for States receiving Grant funds.

Table 4. Provider Checklist for Women and Dependent Children’s Services

<table>
<thead>
<tr>
<th>Provider Checklist for Women and Dependent Children’s Services</th>
<th>Within treatment facility</th>
<th>By referral</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pregnant/Postpartum Women’s and Dependent Children’s Services</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Admission of women and their children if requested to residential treatment services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary medical care for women</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prenatal care</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pediatric health care</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary pediatric care</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pediatric treatment for perinatal effects of maternal substance abuse</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Screening regarding the physical and mental development of infants and children</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Checklist tools included in the grant packet can be customized for the staff.

Write up a conversation/script that covers what is on the checklist.

<table>
<thead>
<tr>
<th>Prenatal care</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary pediatric care</td>
<td></td>
</tr>
<tr>
<td>Pediatric treatment for perinatal effects of maternal substance abuse</td>
<td></td>
</tr>
<tr>
<td>Screening regarding the physical and mental development of infants and children</td>
<td></td>
</tr>
</tbody>
</table>
# Checking off the list

<table>
<thead>
<tr>
<th>Woman</th>
<th>X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>X</td>
</tr>
<tr>
<td>IV drug user</td>
<td>X</td>
</tr>
<tr>
<td>Currently using</td>
<td>X</td>
</tr>
<tr>
<td>Custody of children</td>
<td>X currently at risk of losing them</td>
</tr>
<tr>
<td>Health issues</td>
<td>X Chest pain</td>
</tr>
</tbody>
</table>
Cheat Sheets or as we call them at NIATx - Smart Charts

Quick concise guides with critical information and key points

- Tuberculosis
- HIV
- Addiction Treatment

Cover the following:
- Pre-service
- Assessment
- Treatment
- Follow up
Cheat Sheets

- Adding a cheat sheet example from a MI agency
- I have to scale it down
What ideas do you have to master first and last impressions?

How can I best help you now?