

YOU DESERVE A MEDAL FOR HANDLING PATIENT COMPLAINTS



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PATIENT POTENTIAL



- ▶ Happy Patients
- ▶ Are Infectious
- ▶ Enhance The Day
- ▶ Financial Gain Potential

PATIENT POTENTIAL



- ▶ Unhappy Patients
- ▶ Are More Infectious
- ▶ Set The Daily Pace
- ▶ Financially Harmful

PATIENT PSYCH 101

- ▶ Unhappy Patients
 - ▶ Even though they are *totally* wrong, they don't think so. Understand them first. Don't condemn them...any fool can do that.
 - ▶ Try to understand them. Only wise, tolerant, exceptional people even *try* to do that.

---- Dale Carnegie

DEALING WITH ADULTS



- ▶ Egos We Carry
 - ▶ 24/7/365
 - ▶ Child - Curly
 - ▶ Parent - Moe
 - ▶ Adult - Larry
- ▶ Keep a professional attitude regardless of how bad your morning began.

WHAT PLEASURES THE MASSES



- ▶ 85% vs 15%
- ▶ 85% Ability to deal with people and manage yourself
- ▶ 15% Technical Knowledge

CONFLICT



- ▶ Good versus Bad
- ▶ Positive Change
- ▶ Productive in Workplace
- ▶ Personal Growth Opportunity

AVOIDING POTENTIAL CONFLICT



- ▶ How Would You Feel?
- ▶ Get To Them First
- ▶ Choose Your Team
 - ▶ Be Professional
 - ▶ Be Empathetic

DECISIONS MADE SOLELY ON OUR FIRST IMPRESSIONS



- ▶ Professional Rank in the Organization
 - ▶ Sincerity
 - ▶ Trustworthy
 - ▶ Self-Assured
 - ▶ Professionalism
 - ▶ Reliability
 - ▶ Loyalty
 - ▶ Are They Adults?

FIRST AND LASTING IMPRESSIONS



- ▶ 3 Second Rule
- ▶ The first 2 to 4 Minutes
 - ▶ Visual
 - ▶ Vocal
 - ▶ Verbal

WHAT IS YOUR BODY SAYING?



CONTROL YOUR BODY LANGUAGE



- ▶ Height Advantage
- ▶ Frontal Approach
- ▶ Side by Side Preferred
- ▶ Angled Approach

DID YOU SEE WHAT I SAID?



- ▶ Bored
- ▶ Uncaring
- ▶ Disinterested
- ▶ Distracted
- ▶ Inattentive
- ▶ Quick to judge
- ▶ Apathetic
- ▶ Interrupting
- ▶ Impatient
- ▶ Emotional
- ▶ Insensitive
- ▶ Non-responsive
- ▶ Self-centered

DID YOU FEEL WHAT I SAID?



- ▶ Alert
- ▶ Caring
- ▶ Interested
- ▶ Non-distracted
- ▶ Attentive
- ▶ Understanding
- ▶ Empathetic
- ▶ Non-interrupting
- ▶ Patient
- ▶ Non-emotional
- ▶ Sensitive
- ▶ Responsive
- ▶ Other-centered

DID YOU HEAR WHAT I SAID?

•What was YOUR Name?

•Military Quote

•Listen Reflectively
Effectively

•*You have earned their trust
and the conversation can
continue on a productive path.*



CONTROL YOUR TONE

•*"I didn't say you had
an attitude problem..."*

CONTROL YOUR TONE

•*"I didn't say you had
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PATIENT RELATIONS



- ▶ Difficult to Satisfy
- ▶ Calming The Beast
- ▶ Diffuse The Situation
- ▶ Remove Them

JARGON VS KISS

$$P = \frac{d \cdot D}{10}$$

- ▶ How Would You Feel?
- ▶ Speak In A Language They Can Understand

THE ANGRY



- ▶ Verbiage to calm the beast within.
- ▶ Begin with *It*
- ▶ Continue with *You*
- ▶ End with *I*

FACELESS TESTIMONIES

- I understand how you *feel* about ...
- I have previous patients who have *felt* the same about ...
- What they *found* was ...



I CAN'T DO THAT...



- ▶ Patient Hears NO
- ▶ Remove From Your Vocabulary
 - ▶ Can't
 - ▶ Won't
 - ▶ Shouldn't
 - ▶ Wouldn't

HERE IS WHAT I CAN DO...



- ▶ Patient Hears Resolution
- ▶ Add To Your Vocabulary
 - ▶ Can
 - ▶ Will
 - ▶ Would
 - ▶ Could
 - ▶ May I?

COMPLAINT RESOLUTION PROTOCOL

- Acknowledge
- Remove
- Listen
- Validate The Objection
- Ask Permission To Explore
- Correct It



COMPLAINT RESOLUTION PROTOCOL

- Reframe The Objection
- Apologize Once
- Gain An Agreement
- Exceed
- Follow Up
- Document – Patients Record – Team – “All Aboard”.

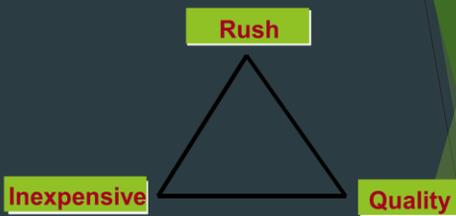


WHERE DID EVERYBODY GO?

- Death
- Move
- Relationships
- Competition
- Product
- Attitude.



YOU CAN'T PLEASE EVERYONE



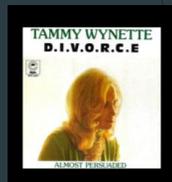
THANK YOU FOR COMPLAINING!



- ▶ Learn From Complaints
 - ▶ Welcome Them
- ▶ Thank Them 1st
- ▶ Apologize 2nd
 - ▶ Increased Patient Care
 - ▶ They Made a Difference
- ▶ Preventative Measures
 - ▶ Keep a Journal

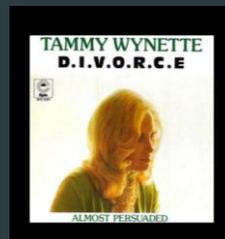
Handling Patient Complaints

- ▶ And when all else fails...



AND WHEN ALL ELSE FAILS...

- ▶ 30 Days “Emergency”
- ▶ Verbally Say goodbye
- ▶ Put It In Writing
 - ▶ Letter Stating Goodbye
 - ▶ Letter By Courier



PARTING WAYS



- ▶ Was It Memorable?
- ▶ Was It Fair?
- ▶ Was It Positive?
- ▶ Was It Productive?