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### STORY IDEA?

If you have a story idea for an upcoming issue of *The Pulse*, please send an email to Vanessa Petrizzi, Director of Marketing and Community Relations, or to Barb Tardy, Marketing Assistant. We look forward to your input!

# THE

Western Missouri Medical Center

*Special Edition:  
Customer Service*

# pulse

## Five Fantastic Days at WMMC!

In 1992, the United States Congress proclaimed the first full week in October as Customer Service Week. This national event is devoted to recognizing the importance of customer service and honoring the people on the frontlines. With National Customer Service week just over one week away—we will be joining organizations across the country in celebrating this annual event.

As we celebrate what we all do for our customers on a daily basis during the week of October 6-10, 2008, there will be activities that highlight the importance of excellent customer service, recognize staff at WMMC who have gone above and beyond in exceeding our customers' expectations, and simply have fun getting to know each other a little better.

We will be coloring each day of that week a different color that represents the activities planned for that day; this is a preview of what you can look forward to during Customer Service Week:

**Monday, October 6th** – Color of the day: **RED!** Red represents energy and excitement; according to psychologists, it can have an uplifting effect on people! So get the red out—wear red, decorate your office space in red! Also, a variety of breads and red delicious apples will be served to all the departments and medical practices, for the day and night shifts, and a “bread and apple bar” will be set up in the east and west lobbies for our visitors to enjoy during the morning.

**Tuesday, October 7th** – Colors of the day: **PINK** or **BLUE!** Pink symbolizes warmth, soothing and complimentary, and blue represents cool, dependable and refreshing, as well as loyalty and wisdom! Wear your favorite color as you participate in or enjoy watching, “The Faces of Customer Service Comedy Show” during lunch in the cafeteria.

**Wednesday, October 8th** – Color of the day: **GREEN!** Green symbolizes growth, nature and prosperity! Wear green as we go on a treasure hunt throughout the hospital with customer service quotes and tips, which include clues to help you answer questions on a quiz. Everyone who completes the quiz will be eligible for prize drawings.

**Thursday, October 9th** – Color of the day: **BLACK!** Black signifies stability, strength and authority! Deck yourself out in black and have fun playing, “How Well Do We Know Our Administrative Team?” and be eligible for prize drawings.

**Friday, October 10th** – Colors of the day: Your **favorite team colors!** Wear your favorite college, professional or local school team colors and jeans—keeping within your departments' dress guidelines. As we end this week of celebration during lunch, we will recognize the customer service stories that have been submitted and award the top three stories; announce and give out prizes from the contests held throughout the week.

*Make plans to join in this fun-filled week as we recognize your efforts and achievements and say thank you for the awesome service you provide!*

# Spotlight

## Who are our Customers?

As we strive to exceed our customers' expectations, we need to know exactly who our customers are. For success to be achieved, we need to focus on internal customers as well as external customers; thus five key customers have been identified.

The first key customer group is our **patients**. Our patients deserve our best service; they are customers because they "think" like a customer; they are our organizations' informal public relations and sales force; and satisfied customers are easier to serve.

The second key customer group is our **visitors**. This group might frequently be overlooked because the staff's primary concern is the patient. However, they may be the customers who have first-hand experience with our facility. They may be fearful for a loved one—and may be the customers who actually see and hear what is going on. They want to be acknowledged and informed as they look for reassurance; and they appreciate the amenities and updates that help pass wait time more quickly.

The third key customer group is the **physicians**. They are direct customers when they serve their patients, interact with staff and the systems that involve our organization. Conversely, they are indirect customers when they refer patients to our facility for tests and procedures.

The fourth key customer group is the **employees**. These internal customers use WMMC for their needs as well as the needs of their family. They spread the word to community members, families and friends, at the same time people look to them for the "inside scoop." Moreover, they provide service not only to patients from the community, but to other employees as well.

The last key customer group is the **payers**. With this group it could be said that 'we need them as much as they need us.' To continue to be a viable healthcare organization, WMMC must satisfy and remain current on the new and ever-changing forces that exist in the healthcare industry, which include other businesses, insurance companies, health maintenance organizations, preferred provider organizations, government programs and other healthcare funders.

The bottom line in recognizing these five groups, we need to remember that that they are people first and foremost! There will be times that we will laugh, cry, and experience moments of happiness and sadness with these people. In our pursuit to build strong customer relations, the quality of our performance must be consistent so we can meet, and hopefully exceed, our customers' expectations 100% of the time.

## Three Steps for Positive Communication

**1. Speak Positively:** A simple and logical way to provide positive communication is to speak in a positive fashion. Take time to think about what you are going to say and how you say it to colleagues and to customers. A friendly tone of voice and pleasant manner are positive communication everyone enjoys experiencing.

Using a person's name demonstrates interest, recognition, openness and friendliness. One of the most effective things you can do concerning customer service is to call a person by name. Make sure however, that you have the right name. Mispronouncing names, or using the wrong name, are worse than not saying it at all. As Dale Carnegie said: "Remember that a person's name is to that person the sweetest and most important sound in any language."

**2. Be Generous with Compliments:** Compliments are another step toward positive communication. Don't hesitate to compliment others. Compliments reinforce desirable behavior, and improve customer service.

**3. Say Please, Thank You, and Smile:** Always preface your requests of others with "please." Always follow up your requests with "thank you." Always speak with a smile.

## Customer Service

### I Believe...

A customer (patient) is the most important person entering this facility.

A customer is not an interruption of my work; a customer is the purpose of it.

A customer is entitled to my help.

A customer is not a cold, faceless statistic.

A customer is a person with pain, needs, and desires like my own.

A customer is a person who brings me real needs and it is my responsibility to help as expeditiously and as courteously as possible.

*Take care of our customer; that is why we are here.*

Features of customer service in healthcare include:

- **Promptness of service**
- **Level of confidence** projected by staff
- **Completeness of** explanations
- **Treating every** customer with courtesy, dignity and respect

*Every time. All the time.*

# Reminders

## Team Spirit is Essential

If WMMC is to best serve our customers, our employees, medical staff and volunteers must work cooperatively as a team. This team spirit is created and it is nurtured by positive communication. Organizations both large and small recognize that internal communication is one of their biggest challenges. It can be difficult to encourage everyone to be open and to be caring. There are a wide variety of jobs performed by the staff of WMMC; all of these jobs, and most importantly the people who perform these tasks, are essential for quality, caring customer service.

Team spirit means thinking of others first. It means losing oneself in the group for the good of the organization. It means being not just willing, but eager to sacrifice personal interest or recognition for the welfare of all. There is a significant difference between being willing, and being eager. Naturally, employees and volunteers want to perform well and receive recognition. But, be sure to put this performance and recognition to use for the benefit of our Medical Center. Remember that much can be accomplished by teamwork when no one is concerned about who gets the credit.

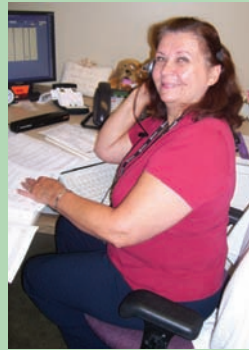
By using positive communication in our day-to-day interactions with our colleagues, as well as with our customers, everyone benefits. Positive communication begins with open and caring interaction. Be more concerned with what you can do for others than what others can do for you; you will be surprised at the results. If you think of others first and communicate positively with colleagues and customers, you will be contributing to team spirit, and thus improving the customer service provided by Western Missouri Medical Center.

## Customer Service Representatives on the Frontline

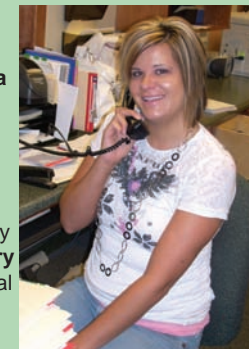
Thank you to everyone who provides excellent customer service on behalf of WMMC!



Top row (left to right): **JoAnn Riggs-Reeves** and **Jennifer Davis** (seated), Rehab Services; **Ann Berry**, Volunteer in Ambulatory Care; and **Betty Rodriguez**, Scheduling.



Bottom row (left to right): **Amanda Traugh**, Admissions; **Belinda Milton** and **Courtney Smith-Lockett**, OB/GYN Specialty Services; and **Mary Jo Elwell**, Surgical Services of Warrensburg.



Not photographed: **Nicole White**, ED Admissions; and **Tina Werneke**, Surgical Services of Warrensburg.

Exceeding Expectations...

As we anticipate the celebration of Customer Service Week, I want to express my gratitude for our medical staff, employees and volunteers, who treat our patients, families, and visitors with care, competence and respect.

Through our strategic planning process, we raised the bar for patient satisfaction to 95% or higher. Although we haven't quite reached our target yet, we appreciate your efforts as we work together as a team to accomplish this goal.

I am thankful that the employees of WMMC strive to excel in customer service. This doesn't just mean meeting customers' expectations, but going above and beyond to exceed them by living the Platinum Rule: "Treat others the way they want to be treated."

As you serve customers throughout our Medical Center, I hope it is evident that WMMC employees show pride: pride in the health care services we provide and pride in our positive, welcoming environment for our customers.

Thank you to all of our dedicated employees, volunteers, and medical staff for offering the highest quality care and compassionate service to our customers.

Sincerely,

Craig J. Marks  
President and  
Chief Executive Officer

Craig's Column

# Stat Chat

# Beyond the Bedside

## Making Lasting Impressions

You play a vital role in the success of Western Missouri Medical Center and a major part of this success is the image each of us portrays. By our association with WMMC, all of us are in “public relations.” Image begins and ends with each of us. While it may be hard for us to understand how we might appear to others, we can more easily see the influence we are having on other people. When we practice honesty, patience, courtesy and promptness, others will respond positively. Furthermore, if we consistently provide quality service to others, it reflects positively on us as individuals and as an organization.

The success of WMMC is also dependent on our commitment to the ASPIRE values which have been established. Our work at WMMC and the customers we serve have a profound influence on ourselves—and others. When we present a helpful, positive attitude, we make a lasting impression on all of our customers.

### October Employment Anniversaries

	YEARS
DONNA ALGIERE	1
DEANNA ANDERSON	1
DR. LANCE BEAR	1
DR. GREG BLISS	1
TIFFANY BROWNLEE	2
KEVIN BUTLER	3
CHUCK CAMPBELL	1
BECKY CHRISTIANSON	2
CHARLENE COOPER	1
TERRIE CURRIE	19
JANET D'AMICO	1
MARY ELWELL	1
LINDA EVANS	33
JENNIFER EVERT	1
BETH EVERTS	1
MIKE GLASPY	25
KIMBERLY HARDING	6
AMANDA JOHNSON	3
KIM JOHNSON	22
CLAUDIA JONES	3
BRENDA KENDRICK	6
CAROLL KIMBALL	23
DEBORAH KINSEY	4
SAMANTHA LANKFORD	1
LYNN LEWIS	1
NEDRA MAYFIELD	7
MICHAEL MCKEE	16
JULIE MENKE	12
SHERRY MOON	15
DR. LINDA PAI	1
HELEN PEEK	1
LAURA PINSON	27
JOANN RIGGS-REEVES	8
CONNIE ROAR	8
PEGGY SIEG	20
ASHLEY SIMMONS	7
THERESA SLANA	18
KRISTY STUMPF	7
DR. DIANE SWITZNER	1
WENDY WAGNER	1
RHONDA WAKEMAN	4
TINA WERNEKE	1
NORMAN WILCHER	8
MARY WORMAN	16
VANESSA YOUMANS	2
MARTHA ZINK	9

### Birthdays for October

10/1	JACK ANDRADE, ENGINEERING	10/16	SUSIE MOORE, SURG SVS OF WBG.
	VICKI MORGAN, HOUSEKEEPING	10/17	JEAN SMITH, M/S
	TERRI BRADLEY, ACCOUNTING		KERRY LOYD, ENDO
10/3		10/20	VANESSA PETRIZZI, MARKETING
	ROBIN MCCLURE, BUSINESS OFFICE	10/21	JENNIFER BASSHAM, M/S
	JACQUELINE YATES, WHISTLESTOP PEDIATRICS		JANET EISKINA, OB
10/4			ANDREA MOORE, LAB
	JANA SPRINKLE, ER		AMANDA TRAUGH, BUSINESS OFFICE
	DAN CLEVENGER, NUTRITIONAL SVS.	10/22	RANDY WHITCOMB, RADIOLOGY
10/5			GARY CADWALLADER, I.S.
	ROWN LAVENDER, M/S	10/23	DEBORAH MCCRADY, M/S
10/6		10/24	STACI WITT, OR
	JENNIFER WHITE, M/S		DEBBIE ESPEY, SOCIAL WORK
10/7		10/25	MEENA BHATTARAI, M/S
	NANCY CAWVEY, OB	10/27	LATOSHA BROWN, RADIOLOGY
	CINDY BORN, MEDICAL RECORDS	10/28	TERI MCRAE, CASE MANAGEMENT
10/8			CATHERINE STOLL, PLANT SVS.
	MELISSA SPRATT, M/S	10/29	MANDY SHULL, M/S
10/9		10/30	VANESSA YOUMANS, M/S
	HEATHER BAKER, M/S		KAYLA CARRILLO, REHAB
	TIFFANY BROWNLEE, M/S	10/31	AMY PETERSON, M/S
	ANDREA JOHNSON, REHAB		JENNY MEYER, ICU
10/10			
	CHERYL CLAUSEN, ICU		
	CINDY CONNELL, REHAB		
	CAROLL KIMBALL, NUTRITIONAL SVS.		
10/11			
	KAREN LACKEY, AMB. CARE		
10/12			
	HELEN PEEK, M/S		
10/13			
	TAMMY LEONARD, ICU		
10/14			
	KATHRYN JONES, M/S		
	NORA MERRILL, MEDICAL RECORDS		
	COURTNEY SMITH-LOCKETT, OB/GYN		

Month: October  
 Stone: Opal  
 Flower: Calendula or Cosmos

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# Trivia