

ANTHONY  
MEDICAL & CHIROPRACTIC



# DISNEYLAND EXPERIENCE

*IMAGINEERING YOUR CAREER*

*It is giving the  
patient a memorable  
experience and one they  
will share with others.*



# DISNEYLAND EXPERIENCE

"Whatever you do, do it well. Do it so well that when people see you do it, they will want to come back and see you do it again, and they will want to bring others and show them how well you do what you do."

- WALT DISNEY



# REMEMBER THE 7 P'S ANYTIME YOU ENGAGE WITH A PATIENT:



 **BE PREPARED** Take the time to prepare for the day and possible opportunities for scheduling, busy and slow times for the day. Look to see who is in the clinic and anything you may encounter in the day.



**BE PRESENT** What this means is when talking to a patient be truly present, you need to disengage from all other activities and focus on your patient. Make eye contact and smile this shows the patient you are focused on them.



 **BE POLITE** Being polite isn't just about saying "please, excuse me, and thank you." It is about giving your patient the same respect and consideration that you would expect someone to give you when you are in a medical clinic.



**BE PATIENT** Patience requires you to be steady, even-tempered, and avoid provocation. Take time to listen to the patient and wait for them to finish talking.



**BE PERSONABLE** Personal service is about making the customer feel like they're doing business with a human, not a company. It is building a connection with the patient by using their name, remembering something about them, and talking to them like you would a friend but in a professional manner.



**BE PROACTIVE** Proactive customer support is about identifying and resolving customer issues before they become problems. It is also noticing a trend or pattern and correcting the issue so it does not continue with other patients.



**BE PROFESSIONAL** Personal service is about making the customer feel like they're doing business with a human, not a company. It is building a connection with the patient by using their name, remembering something about them, and talking to them like you would a friend but in a professional manner.



# CUSTOMER SERVICE ETIQUETTE TIPS: How to keep patients coming back.

Be polite and courteous to everyone.



Make the patient feel like a friend or family and not a number.

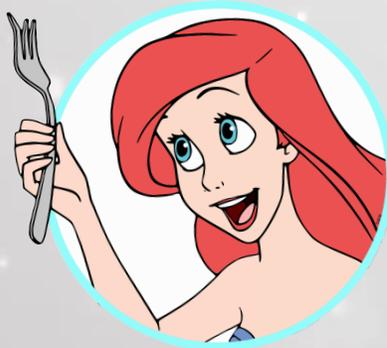


Be cool,  
Be easy!

Be quick to fix any issues. Follow up with the patient.



Know our services & products.



"To infinity and beyond!"  
Go above and beyond for the patient.



"Practically perfect in every way"  
Do everything consistent and accurate.



Do NOT stress in front of patients. Be relaxed and calm.

**SMILE!**

They can hear it!



**WOW**  
Greeting and departure!





# Good VS EVIL



"I don't think-" "Then you shouldn't talk," Said the 

## What to say . . . .

## WHAT TO AVOID . . . .

*My apologies...*

I AM SORRY...

*Let me look into that for you*

I DON'T KNOW...

*My apologies that is something we cannot accommodate at this time*

NO, WE CANNOT DO THAT

*I am going to do everything I can to correct this*

IT IS NOT MY FAULT, IT IS <INSERT NAME> FAULT.

*My pleasure*

NO PROBLEM

*I understand your frustration or concern*

I AM GOING TO NEED YOU TO CALM DOWN

*Let me see what my manager can do with in our policies*

I AM SORRY IT IS OUR POLICY  
I AM SORRY WE CANNOT DO THAT IT IS AGAINST OUR POLICY

*Please take a seat while I look into this further*

GO SIT DOWN I WILL HAVE TO LOOK OR ASK MY MANAGER

# HOW TO HANDLE PATIENT ISSUES THAT ARISE:

❖ Always make sure when addressing the patient to:

- ❖ Smile
- ❖ Have a positive tone.
- ❖ Give all your attention.
- ❖ Check your body language and facial expressions.



❖ Past due balance on a fee sheet

- ❖ Ask the patient if they were aware, they had a past due balance.
- ❖ Presenting it as a question instead of a demand or statement is better because the patient will answer the question verses demanding they pay.
- ❖ Read the pop ups or note on fee sheet or in account for the reason of the past due balance.



❖ How to tell a patient to have a seat

- ❖ If there is an issue with the patient account or something you are not sure of and need to ask the FOC or need to look further into something it is ok.
- ❖ Ask the patient calmly if they can have a seat while you look at their account
- ❖ Tell the patient have a seat I am just going to look at this to make sure what I am seeing is correct.
- ❖ If the patient is asking a question and you are not sure of the answer, ask them to have a seat while you get the information.



# PHONE ETIQUETTE

## HOW TO CALL A PATIENT:

- ☛ Smile, before you pick up the phone.
- ☛ Say "This is <NAME> from Anthony Medical is <PATIENT NAME> available?"
- ☛ When leaving a voicemail DO NOT leave any personal information for the patient.
- ☛ Say "This is <NAME> from Anthony Medical calling for <PATIENT NAME>, please give us a call back at your convenience. The phone number is <PHONE #>. Thank you."



## HOW TO ANSWER THE PHONE:

- ☛ Answer by the 2<sup>nd</sup> ring when possible.
- ☛ Say "Anthony Medical this is <NAME>, how may I assist you?"
- ☛ Answer with a smile, Yes, a smile. Patients can hear a smile over the phone.



## WHAT IS TELEPHONE ETIQUETTE?

Telephone etiquette is the way we conduct ourselves to represent yourself and our clinic to customers when on a call. Proper telephone etiquette has a major impact on your business as it shows professionalism, creates a good first impression, and creates customer satisfaction.



DO

- ☛ Smile when you talk to patients.
- ☛ Have a warm and calming tone to your voice when speaking.
- ☛ Speak clearly and at a medium speed.
- ☛ Make the patient feel welcome and the main focus.
- ☛ Maintain a courteous, apologetic, & empathetic when problems occur.
- ☛ Ask the patient if you can put them on a brief hold.

DON'T

- ☛ Be distracted while on the phone with a patient.
- ☛ Interrupt the patient while they are talking.
- ☛ Scream or whisper when talking to a patient.
- ☛ Leave the patient on hold for too long.
- ☛ Argue with the patient or provoke the patient.
- ☛ Eat, drink or chew gum on the phone.





# EMAIL AND TEXT ETIQUETTE



Email and text etiquette is the use of appropriate language, conventions and formality in an email or text. Using appropriate email & text etiquette shows the patient that you care about them and you are personable. As well as you value your professionalism and the patient is not just a number in our clinic.

## TIPS ON WRITING A PROFESSIONAL EMAIL:

- Choose your subject wisely.
  - Write a clear, concise subject line that reflects the body of the email.
  - Avoid phrases like: "FYI", "Hello", & any slang terms.
- Use an introduction for the first few lines.
  - Start with a Greeting and the patient's name.
  - Introduce yourself & where you are from.
- Do not use slang, emojis, or sarcasm in the email.
  - Using these in an email give an unprofessional feel to the email.
  - Some patient's may not appreciate the use of these things.
- Do not forget to close the conversation.
  - If applicable, use "If you have any questions or concerns, please feel free to contact our clinic at <PHONE NUMBER>."
  - Close your email with "Thank you", "Sincerely", etc.
- Watch your grammar, spelling & punctuation. Proof read your email prior to sending it out.

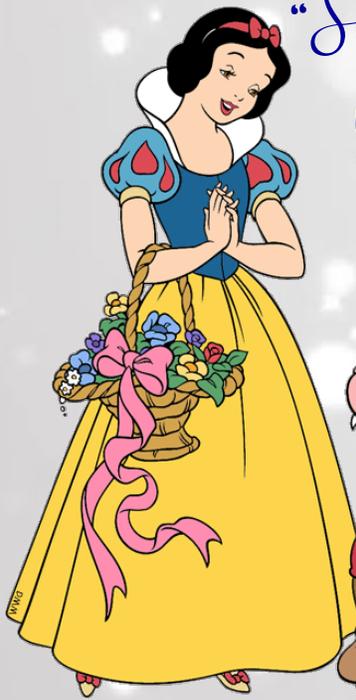


## TIPS ON SENDING A TEXT MESSAGE:

- Keep the text short and to the point.
  - Do not make the text long, patients will think they are getting an automotive robotic text from our clinic.
  - Patients are more likely to respond to a quick text.
- Introduce yourself.
  - Start the text, "Hi Joe, this is Kai from Anthony Medical....."
- When receiving a text respond promptly.
  - Smiley faces sometimes have their place when sending a text, which is why this feature was added to texting. However, you should be mindful as to when it is appropriate to use emojis
- Do not use sarcasm. Only use slang or emojis if necessary.
  - Using these in an email give an unprofessional feel to the email.
  - Some patient's may not appreciate the use of these things.
- Be clear on what information you need or providing to the patient.
- Watch your grammar, spelling & punctuation. Proof read your text before you send it.

"You just have to decide if you are a  or an "





*"Say 'Please' and 'Thank you', even if you are feeling grumpy!"*

*-Snow White*



*if you can't say nuffin' nice, don't say nuffin' at all.*

*-thumper*



*"An act of love will thaw a frozen heart"*

*-Olaf*



*Remember:*

*Manners & kindness go a long way.*

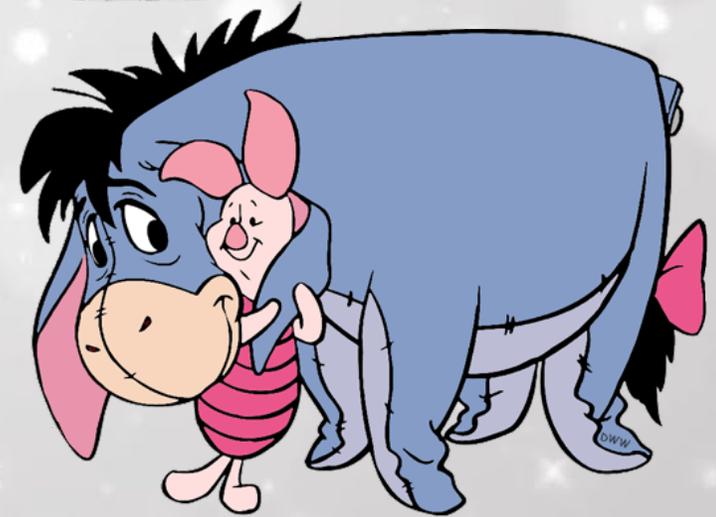
*"Mind your manners!"*

*-Tagalong*



*"Like so many things, it is not what is on the outside but what is on the inside that counts."*

*-Merchant (Aladdin)*



*A little consideration, a little thought for others makes all the difference.*

*-Eeyore*



# PROPER OFFICE ETIQUETTE



Quite simply, proper office etiquette refers to an unwritten code employees should follow in order to be successful in the workplace. It's a set of norms widely accepted as appropriate behavior.

"You get more  with , than .



# UNWRITTEN CODE

## Have a "Can-do" approach and attitude.

View any situation in a positive and optimistic way.

When difficult issues arise go into it thinking you will and not you maybe can.



## Be Coachable, teachable and approachable.

To be coachable means to be open to listening to feedback, and to take constructive criticism.

Able to take the feedback and constructive criticism without taking it personally and to grow from it.

To be teachable means being able and willing to learn new or different tasks.

Utilizing the information or roll you are learned and eager to start to do on your own.

To be approachable means your presents makes coworkers feel at ease and able to ask questions or discuss an issue.



## Work as a TEAM MEMBER.

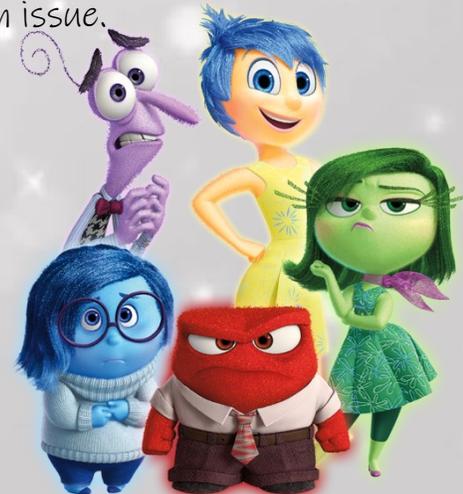
We are all working for the same mission: To improve the health and quality of life for our patients, by providing a professional, compassionate and caring atmosphere in our clinic.

Show others that you believe in the group, the process and the goals. This sort of positivity can radically increase morale and productivity.

Ask your Lead if there is anything you can assist with or if you are needing assistance in a task you are having trouble completing. Help your coworker out.



It takes all kinds to make a team!



# UNWRITTEN CODE

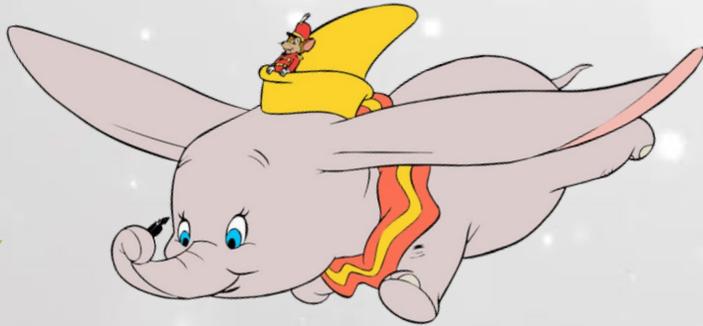
## 🐭 Have pride and integrity in all things you do

- 🦋 Do not try to cover up a mistake. Be honest and straight forward.
- 🦋 Be accountable for your actions and errors. These are 'teachable' moments and you can learn how to fix the issues.
- 🦋 In your position be the best you can and take pride in the position and job duties.



## 🐭 Treat your coworkers in a respectful and supportive manner.

- 🦋 Actively listen to other's ideas, suggestions, question or concerns.
- 🦋 Be aware of your body language and facial expressions, they show more than you think they do.
- 🦋 Correct body language shows your coworker you are engaged and receptive to them. Face the person, make eye contact, and smile are a few things you can do to show you are actively listening.
- 🦋 Congratulate others successes. Encourage others when they are disappointed.
- 🦋 Talk to your coworkers in a respectful non-malicious way.



In every job that must be done, there is an element of fun. Find that fun & snap the job's a game.

-Mary Poppins



And..... SNAP  
This job is your game....  
Rate the Characters if you  
would be the hiring  
manager

On a scale of  
1= Oh, NO, NO, NO...  
to  
10=Absolutely!!



A magical forest scene with a pond, glowing lights, and a couple on a lily pad. The scene is set in a lush, dark forest with large, gnarled trees. The ground is covered in moss and small flowers. A pond in the foreground is filled with lily pads and pink lotus flowers. In the background, a couple is sitting on a lily pad, and the water is filled with glowing lights. The overall atmosphere is dreamy and enchanting.

And every patient  
came back in happily  
ever after.....