



Your life. Our specialty.

FLORIDA MEDICAL CLINIC, P.A.

**Patient Satisfaction and
Employee Engagement**

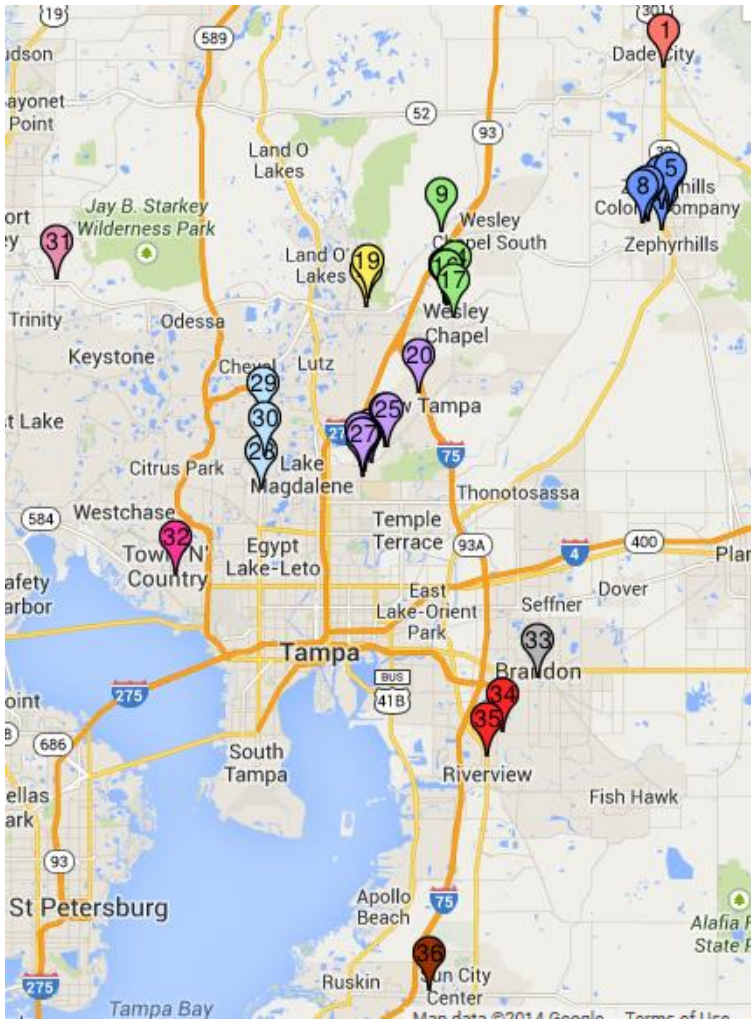
**Gus Taylor
Chief Administrative Officer**

FLORIDA MEDICAL CLINIC OVERVIEW

- Florida Medical Clinic, P.A. founded in 1993 by 4 providers in Zephyrhills, FL
- Current:
 - Over 250 providers
 - 33 specialties
 - Ancillary services
 - Over 5,000 patients/day



36 LOCATIONS



- **Pasco County**
 - Dade City
 - Zephyrhills
 - Wesley Chapel
 - Land O'Lakes
- **Hillsborough County**
 - Tampa
 - Sun City
 - Riverview
 - Brandon
 - Carrollwood / Town n' Country
 - Trinity

PATIENT SATISFACTION PROGRAM

- **FMC Goal**

- Continuously improve customer service and patient satisfaction
- 75th percentile for overall visit on AMGA survey
- Increase employee engagement in patient satisfaction program efforts

PAST

- **2007**

- **AMGA OVERALL VISIT 33rd PERCENTILE**

- Very surprised by the low results
 - Created a Customer Service plan to help educate our employees
 - Took a top down approach
 - CEO, Board of Directors and Key Management all engaged in Customer Service

PAST

- **2008**

- 6 themed Customer Service Videos for employees
- "DOCS" video for FMC Providers
- Weekly tips and huddles
- "Curing Begins with Caring" Campaign
 - Posters, lanyards, screen savers, banner for Intranet



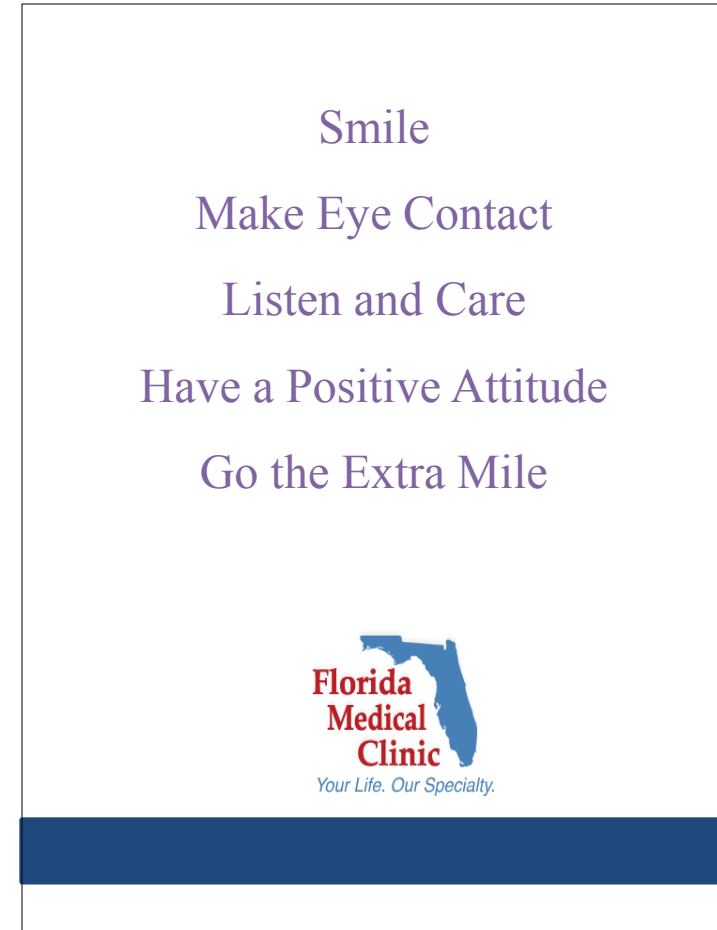
It's All About Customer Service!

**WEEKLY
TIPS**

SUPERVISOR ACTIVITIES

PAST

- **2008**
 - Focus on Five Principles:
 - Smile
 - Make Eye Contact
 - Listen and Care
 - Have a Positive Attitude
 - Go the Extra Mile



– AMGA OVERALL VISIT 44TH PERCENTILE

PAST

- **2009**

- People Mapping to determine personality types



- Developed by E. Michael Lillibridge, Ph.D.
 - Classes for all employees
 - Badge pins representing each personality type (primary/secondary)
- Patient survey results reviewed monthly
 - **AMGA OVERALL VISIT 54TH PERCENTILE**

PAST

- **2010**
 - Customer Service Videos
 - People Mapping



– **AMGA OVERALL VISIT 58TH PERCENTILE**

PAST

- **2011**
 - Phone Etiquette Training
 - Mandatory attendance for all staff
 - Recorded calls to assist in training
 - Continued People Map



PAST

- **2011**
 - Patient Satisfaction Incentive Program
 - Quarterly bonuses and lunches
 - Departments awarded \$500
 - Highest overall for helpfulness and courteousness
 - Most improved
 - **AMGA OVERALL VISIT 71ST PERCENTILE**

PAST

- **2012**

- Phone Etiquette Training
- Patient Satisfaction Incentive Program
- People Map

– **AMGA OVERALL VISIT 67TH PERCENTILE**

PRESENT

- **2013**
 - Formed a Customer Service Committee
 - Review patient survey results quarterly
 - Periodic gifts/items to reinforce theme
 - Monthly Customer Service Champion
 - Supported monthly themes thru videos, huddles, weekly emails, and tips card



PRESENT

- **2013**

- 20th anniversary campaign tied to Customer Service to increase employee engagement
- Employee badge decals to reinforce FMC values
- Obtain feedback and revise program as needed



- **AMGA OVERALL VISIT 66TH PERCENTILE**

FUTURE

- **2014**
 - Quarterly themes
 - Department customer service advocate
 - Quarterly customer service champion
 - Bi-weekly emails and tips to share with team
 - Monthly huddles and exercises

ACHIEVE.

Ashley Hall
Customer Service Champion
GI/Tamms

Florida Medical Clinic
Our Specialty

YEARS
Florida Medical Clinic
1993-2013

Our vision is to be the best choice for healthcare in our community.

Embrace your potential.

Florida Medical Clinic
Your life. Our specialty.

FUTURE

- **2014**

- Incorporate Customer Service training in employee orientation
- Employee evaluations to include customer service
- Customer service intranet portal



TOOLS

- Internal surveys
- Incentives
- Theme related items
- Training
 - Staff, supervisors, providers
- Videos
- Continuous feedback
- Thank you cards
- Recognition



HOW THE SURVEY HAS HELPED

- Humbled us
- Helps FMC identify:
 - Performance baseline
 - Specific areas that need improvement (phones, location, provider, etc.)
 - Low performing departments to target
 - Measure improvement and efficacy of program efforts
- Makes us better overall



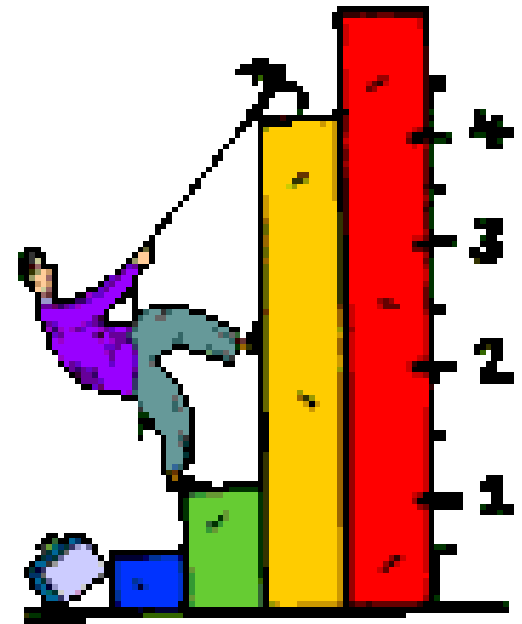
AMIGA

American Medical Group Association®

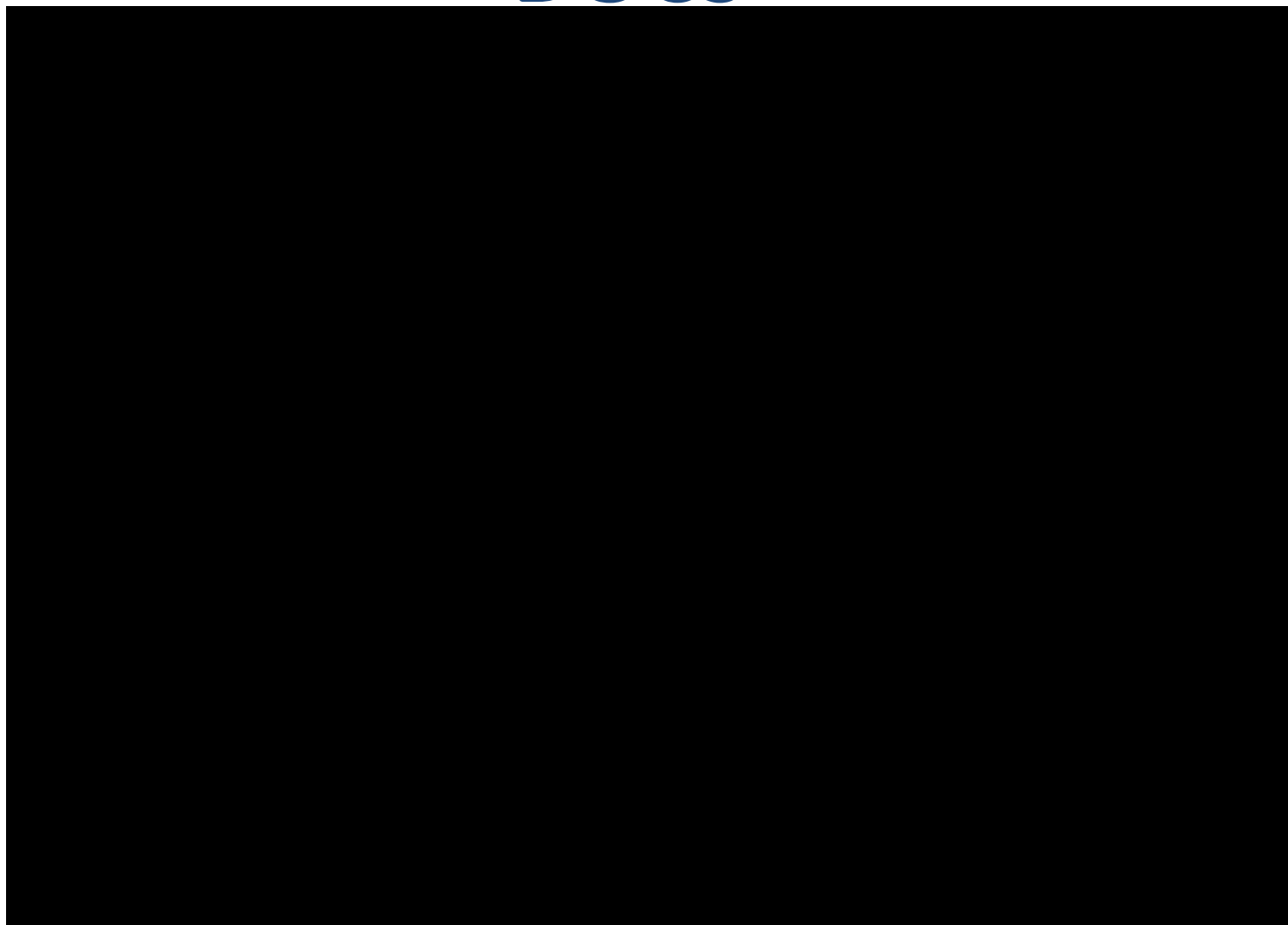


CHALLENGES

- Providers
- Growth
- Timing of surveys vs. corporate initiatives
- Staffing
- Survey fatigue
- Time to train employees
- Accountability



DOCS



Questions?

