Introducing Micah Solomon

Micah Solomon is a keynote speaker, consultant, and author on customer service, the customer experience, and company culture. He writes regularly for forbes.com and is the author of two bestselling books. He travels worldwide and throughout the U.S. to speak and consult. He can be reached directly at 484-343-5881 or micah@micahsolomon.com or via his website, www.micahsolomon.com
Healthcare is hospitality with healing

(or, maybe, healing with hospitality)
We all want to be hospitable. How does an institution (not necessarily yours!) fail to create a great customer experience?
Will you put the customer/patient/family member at the center of your institution... your department...
...even at the center of your webforms?

Here’s what hospitality looks like
the art of anticipation
Another way to look at it.

Infuse hospitality into hiring

1. Genuine personal warmth
2. Empathic skill
3. A team orientation
4. Conscientiousness
5. An optimistic, upbeat attitude (WETCO)

Please contact Micah (that’s me) with any needs or questions.
To build a foundation for patient hospitality....

Be clear from day one onward about an employee’s purpose in your organization.

Purpose versus function
An employee has both a function (a set of day-to-day job responsibilities) and a purpose: the reason why the job exists.

“To create successful medical outcomes and hospitable human experiences for our patients” is a purpose.

“To change linens” is a function.

• A properly trained and managed employee will know to stop changing linens if creating successful medical outcomes or being hospitable requires a different action at the moment.

• Afterward, management will celebrate the employee for this purpose-driven decision, not scold them for being a few short in the number of linens changed.
What’s the purpose of a security guard?
Or of an employee working in a child learning center?

Positive peer pressure: the ideal reinforcement

Every hiring decision is doubly valuable.
Anticipatory service means: considering in advance how every moment of service will feel to your patient and their loved ones

Have you tried the “fill your bladder” experiment?
Be on the alert for institutional cues to hospitality/ lack of hospitality

- Failing to yield the right of way in corridors to patients and families
- Physicians standing close to the door in an exam where the patient is seated
- Pointing instead of guiding when asked for directions
- Avoiding eye contact with civilians in the hospital, acting like they’re “other” from you
- Making a patient wait while you finish up a non-essential conversation with a colleague
- Not making it clear who is who: Nurses should dress differently than housekeeping, doctors should dress differently than nurses. If you can’t wear one particular color of scrubs, wear a BIG badge
- (AND THE WINNER IS): Employees acting like they don’t have to be helpful or even polite until they’ve clocked in and started their shift.

Hospitality require: learning to apologize

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Quasi-scientific experiment
Things to fix in the beginning

• Admissions’ irritation at being “interrupted” – even for that telltale half-second.
• A long, tense time finding a parking space. And when patients do find it, the space is a six-minute walk to the front door — and they are on crutches.
• Signage in the building that is confusing — once they finally do manage to hobble the six minutes to the front door.

Things to fix at the end

• The billing department argues or is abrupt with your patients
• The physician doesn’t have time to do a follow-up call… (they would if you were Friskie The Cat)

Give yourself an unfair advantage:
Fix your service beginnings and endings.

HCAHPS success doesn’t depend on gaming the HCAHPS system. Instead, build a halo around your operation to such an extent that patients will cut you slack in their specific HCAHPS answers.
Thank you for being here.

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