You are the Patient Experience

Your Employees
are the Patient Experience
The Experience is the Marketing
WOM
Boomer Women
Why More Important Than Ever
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The Patient Experience Trifecta:

Ignite the Passion
Change the Experience
Tell Your Story

Anthony Cirillo, FACHE, ABC
cirillo@4wardfast.com
704-992-6005
✓ Word of Mouth
✓ It’s About the Experience
✓ Where Experiences Miss the Mark
✓ It Starts with Employees
✓ Step Back a Second
✓ The Case for the Chief Experience Officer
✓ Tell and Spread Your Story
“In many cases, WOM isn't actually "marketing" at all. It's great customer service that earns customer respect.”

Andy Sernovitz, 
Author, Word of Mouth Marketing: How Smart Companies Get People Talking
The Value of Experiences

- 2 cents a cup
- 20 cents a cup
- $1 cup
- $3 - $5 a cup

The Experience Economy – B. Joseph Pine II, James Gilmore
WOW
Hospital suits force new pain on patients

Investigation:

N.C. hospitals sue 40,000 patients
The entire experience – on stage and off.

Across the continuum of care.

Holistic.
Person-Centered not Patient Centered
“So, if you die in a long term care facility without following the operational guidelines, do they make you die all over again (correctly this time)?”
What’s Your Job?
“I Feel Like I Belong.”
Naughty or Nice
Naughty or Nice

$71,000,000

10,000 Employee Organization with 50% having one episode a year.

The Cost of Bad Behavior: How Incivility Is Damaging Your Business and What to Do About It
Christine Pearson (Author), Christine Porath (Author)
Point of Care Foundation

• Less than a third of all workers actively engaged; 27 percent of RNs.

• 55 percent would recommend.

• A quarter of physicians and a third of nurses have felt excessive pressure to behave in ways counter to patient care.

• Patient satisfaction rates were consistently higher in NHS trusts with better rates of staff health and wellbeing, as measured by injury rates, stress levels, job satisfaction and turnover intention.

Can't expect staff to do more without addressing their own human needs and understanding their lives beyond the workplace.

“Staff Care: How to Engage Staff in the NHS and Why It Matters”
Zappos

Deliver WOW
Create Happiness

Happy brains improve business, education, and health outcomes.

Shawn Achor
Good Think, Inc.
Four Principles of Happiness

1. Be Conscious

2. Honor Your Feelings

3. Co-Create What Works

4. Release Your Desire to Control Others
1. Assess the mood
2. Make eye contact
3. Smile
4. Maintain the relationship
The Human Experience – 71 Days

December 17, 2013

December 31, 2013

January 15, 2014

February 7, 2014

February 25, 2014
“Empathy is a Miracle That Improves the Quality of Care”
1. Empathy Generates Reciprocal Empathy
2. Caregivers Deserve Gratitude
3. Respect Generates Confidence
CXO
Chief Context Setter
Chief Healing Officer
Chief Promise Keeper
Tell Your Story
MARKETING (R)EVOLUTION

Source: Jeffrey Rohrs
THE 2012 CHANNEL PREFERENCE SURVEY

SUBSCRIBERS, FANS, & FOLLOWERS

is an ongoing research series that sets aside theories and assumptions about consumer online preferences and focuses instead on solid data collected through a combination of surveys, focus groups, and real-world observations. Check out our other reports and resources.
“Marketers today are fixated on mimicking best practices from other organizations to become their company’s best practice.

Must get on Pinterest. Check.
Must use Facebook to engage with customers. Check.
Must tweet fast and furiously. Check.

We are putting the WHAT and the HOW before the WHY. Conversations are not taking hold because a crucial ingredient is missing: Passion.”

Geno Church – Brains on Fire.
Engage People
Create Social Currency
Create Triggers
Make Something Private Public
Give Something Away
Create Community
Cause Marketing

Helping businesses and nonprofits succeed together with practical information, connections and recognition.
GO TO 11!
Net-Promoter Score
Will You Recommend Us to Others?

How likely are you to recommend to a colleague or friend?

Detractors
0 1 2 3 4 5 6
Not at all likely

Neutral

Passives
7 8
Not at all neutral

Promoters
9 10
Extremely likely

NPS = % of PROMOTERS (9s and 10s) - % of DETRACTORS (0 through 6)
Anthony Cirillo, FACHE, ABC Healthcare and Aging Expert

cirillo@4wardfast.com

www.4wardfast.com

http://assistedliving.about.com

www.anthonycirillo.com

www.educatedaging.com

Twitter @anthonyccirillo