Patient Loyalty – A New Formula for Success

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What Affects Patient Loyalty in Your Practice...

- Your “Brand”
- Your Culture
- Your Mission
- Your Customers
- Your Focus
- The Loyalty Cycle
- The Results
- The Formula
Are you ready to participate??

Poll #1
What makes you a healthcare professional?
Your “Brand”

- Identity
- Strategy
- Marketing
- Everyone in the practice represents the “Brand”

**What’s in a Brand?** – It’s who you are & it’s what you provide – The staff, the providers, the care, genuine concern for patients, attitudes, and service...

- Consistency
The logo depicts the brand, but does it paint the whole picture?

Your Brand

Jeff Rechler, a branding consultant with Braithwaite Communications, says, "All too often, marketers wrap up their company brand in their graphic identity—their logo, web site, presentation materials, product packaging, etc.—and stop there." For a brand to endure, Rechler says, it must be "easily understood, internalized, and acted on by employees at all levels."
How do we get there?

Poll #2

What is the difference between a culture and a workplace?
Your Culture

- Attitudes
- Skills
- Beliefs/values/ethics
- Motivation
- How you RESPOND as a result...

Culture Defined

culture
[kuhl-cher] Show IPA noun, verb, cul-tured, cul-tur-ing.
noun
the behaviors and beliefs characteristic of a particular social, ethnic, or age group

Organizational culture is characterized by the attitudes, experiences, beliefs, and values of an entire group
Your Culture is created by each Team Member

- What does the team represent?
- Team roles and responsibilities
- Who is responsible for the team’s happiness?
- Happy Employees = Happy Customers

\[ hE(S) + hC = L \]

Happy Employees (Stakeholders) + Happy Clients = Loyalty

Your Culture is created by each Team Member

- **Each** member represents the **soul** of your practice -- they make “the magic” happen every day.
- Every patient encounter is a new “performance.”
Your Mission

- What is it?
- Does everyone know it?
- Are all decisions based on it?
- How are you changing lives with it?
- Each member is a vital part of something bigger than any individual...

Being part of something bigger...
Poll #3

How does each team member affect your practice’s reputation?

Your Customers

- Customers, Patients or Guests?
  - Why should we care? Show them how your service will improve their life.
  - Be sensitive, listen, give good care and inspire confidence.
  - Inspire: “How can I make the patients’ time here the best part of his/her day?”
  - Every encounter is a new “performance.”
  - How can your team treat patients so that they are compelled to tell other people how great you are?
Poll #4

In your practice or business, do you provide a **service** or an **experience**?

Which is it?

**ex·per·i·ence**

*noun* \( \text{ɪk-sər-ən(t)s} \)

the process of doing and seeing things and of having things **happen to you**

**service**

[sur-visor] **noun**, adjective, verb, serv·iced, serv·ic·ing
an act of helpful activity; help; aid: to **do someone a service**
Your Customers – Creating the Experience

- Building patient loyalty means building a strong (emotional) connection with the patient – not just running on time and providing great care.
- It means that every member of the team makes it clear that they care about each individual, willing to listen, and show genuine interest and concern.

Poll #5

Do you want your patients to leave the practice SATISFIED?
Your Focus

- Your practice provides great care from great doctors.
- Of the time in your practice, patients spend 62% of it in the exam room, about half of which is with the doctor him/herself.
- It's getting the service up to extraordinary levels. We want to exceed “satisfaction.” We want to “knock their socks off.”
- Each team member helps determine the outcome of each patient experience.
- How? - Genuineness, Involvement, Engagement, Empowerment, Consistency

What makes good service or a great experience?

- **4 Steps to a great experience:**
  - Welcome them warmly.
  - Understand their needs.
  - Listen actively – resolve issues and answer questions.
  - Engage genuinely throughout the entire episode of care.
Poll #6

What is patient loyalty?

When will the patient tell someone about their experience?

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<td>Disappointed</td>
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Why Loyalty?

Care that is coordinated, collaborative, and continuous is no longer a "best practice." It is a prerequisite for survival.

Kevin Harris, Navigant Healthcare
The Results

Keys to Loyalty

- We must give patients a reason to return and to share their positive experience with friends/family.
- Your practice must stand out.
  - Brand your practice.
  - Define and act on what you believe.
  - Ensure that everyone feels& behaves as part of SOMETHING BIGGER.
  - Connect with patients genuinely.
  - Provide great service, and even more than that…
  - Provide an EXPERIENCE for your guests that exceeds satisfaction.
The Formula

\[ S^2 + Q = L \]

\[ \text{Satisfaction}^2 + \text{Quality} = \text{Patient Loyalty} \]

References & Resources


YAP 3.0, http://robinynap.com/?p=514, on loyalty formula for employees

Brand Loyalty: Applying Disney’s Formula for Long-Lasting Success, Bruce I. Jones
http://www.trainingindustry.com/media/3647005/disney%20brandloyalty.pdf

Patient Loyalty ROI Calculator — Press Ganey
www.pressganey.com/.../Loyalty%20ROI%20Calculator.xls

Branding your practice starts from inside
THANK YOU!

Thank you for your involvement and attention today.

Enjoy that chocolate…

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