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**Team Power International**  
Where Your Winning Future Begins



**LEADERS IN APPLIED  
INTERACTIVE TRAINING**

**CS01E**



**In-House  
Training**

# CUSTOMER CARE FOR HEALTHCARE PROFESSIONALS

Learn how to interact effectively with the customers in healthcare sector



## OVERVIEW



## PRIMARY OBJECTIVES & BENEFITS

Customer Service in a medical setting has a unique set of challenges specific to providing first-rate healthcare and patient satisfaction. Unlike customer service interactions conducted in non-medical settings, those involving patients and their families are additionally stressful because of their reasons for needing medical attention. This customer service training program introduces participants to both the basics of customer service and the specifics of providing it in a healthcare setting. The course focuses on external customer care, teamwork and internal customers' needs. Delegates will learn specific tools and techniques to be carried back to the workplace.

### *This workshop will help participants to:*

1. How to identify excellent customer care in healthcare sector.
2. The four main styles of communicating with customers.
3. How to use open and closed questions effectively.
4. How to improve their listening skills.
5. How to give the best impression of self, team and organization.
6. The importance of the internal customers.
7. How to deal with different types of customers effectively.
8. Techniques for dealing with challenging situations.



## WHO SHOULD ATTEND?

The course is recommended for healthcare professionals whose roles involve significant customer interaction. Anyone in a healthcare setting who wants to increase patient satisfaction will benefit from this program.

# CUSTOMER CARE FOR HEALTHCARE PROFESSIONAL

Learn how to interact effectively with the customers in healthcare sector

## Module 1 - Excellent Customer Care In Healthcare Sector

- Good/not so good practice in customer care
- What makes healthcare different?
- Internal & external customer expectations
- Features of excellent customer service
- Challenges faced based on experience
- Principles of excellent customer care in healthcare sector

## Module 2 - Communicating With The Customer: Patients And Colleagues

- Different types of customers
- Four main communication styles
- Analysis of own preferred style(s)
- Achieve good communication with others
- Apply the model to each delegate's role

## Module 3 - Communicating With The Customer: Effective Communication

- How good a communicator am I?
- Barriers to good communication in healthcare
- Communication breakdown, how to avoid it
- When to use open and closed questions
- Helpful and unhelpful phrases
- Written communication - factors specific to healthcare such as medical jargon

## Module 4 - Communicating With The Customer: Effective Listening

- Listening to our customers
- How good are my listening skills?
- We might not listen with 100% concentration
- Practical listening exercises
- How to improve listening skills?
- Confidentiality and cultural differences

## Module 5 - Challenges And How To Turn Them Into Opportunities

- Deal with emotional customers effectively
- Deal with demanding customers effectively
- How to calm angry customers
- How to say "no" to an unreasonable request without causing offence

## Module 6 - Review And Evaluation

- What impression do we want to make?
- Where might we improve?
- Healthcare scenarios for application of principles covered
- Action planning for what will be done
- Distribute learning to other team members

## PROGRAM HIGHLIGHT

**Duration:** 3 days

**Date:** To be Agreed with the Client Organization

**Timing:** 8:30 am to 2:30 pm daily

**Venue:** Suitable & fully equipped venue (to be provided by Customer)

**Notice required:** 10 working days

**Language:** English or Arabic

**Material:** Participants will be provided with high quality handouts

**Certificates:** Certificates of Achievement shall be provided to participants upon successful completion of the training program

**Fees:** Inclusive of facilitator's fees, materials and certificates