



Making the Connection: Telephone Skills That Enhance Branding, Access, & Patient Loyalty

(90-minute webinar – available live or on-demand)

Wednesday, January 26, 2022

10:00 AM Hawaiian	11:00 AM Alaskan
12:00 PM Pacific	1:00 PM Mountain
2:00 PM Central	3:00 PM Eastern

[Register Here](#)

Looking to significantly improve patient experience and improve your agency's brand? Customer service and satisfaction start with the first phone call. Ensure staff are connecting with customers and exemplifying the agency's mission on every call.

AFTER THIS WEBINAR YOU'LL BE ABLE TO:

- Use five telephone techniques to strengthen your brand
- Reduce caller friction with simple website tweaks
- Implement a telephone skills self-assessment for job applicants
- Ditch the scripts with a four-step process to connect on every call
- Sustain your telephone service behaviors with a peer coaching program

WEBINAR DETAILS

Jennifer calls two healthcare organizations seeking information. Her impression of the first organization is that they are attentive, competent, and ready to help. The second organization feels indifferent, unfriendly, and abrupt. This impression was formed from a single phone call. Poor telephone behaviors – whether systemic or interpersonal – reduce access and could be a top branding issue. Healthcare providers have less to fear from competitors offering the same services than from indifference on the part of a team member. To be fair, telephone rapport can be difficult to accomplish because calls tend to be transactional. This webinar will focus on creating connections with patients, clients, and other callers in a way that differentiates your organization.

How can you sustain the gains implemented as a result of attending this webinar? You can't observe every telephone call. The solution is a peer coaching program to reinforce agency standards throughout the year. A peer call coaching program is the most effective way to sustain positive call behaviors and customer satisfaction. By the end of this webinar, attendees will have a simple, ready-to-implement program.

THIS WEBINAR WILL BENEFIT THE FOLLOWING AGENCIES:

- Hospice
- Home Health
- Home Care
- Palliative Care

WHO SHOULD ATTEND?

This informative session is designed for team members involved in the patient experience. It will benefit call center managers, leaders and managers responsible for customer service staff, training managers, human resource personnel, referral and intake staff, and anyone who wants to improve their customer service phone skills.

TAKE-AWAY TOOLKIT

- Pre-hire telephone skills self-assessment
- Peer review templates
- 20 empathetic phrases for the telephone
- PDF of slides and speaker's contact info for follow-up questions

Attendance certificate provided, however there are no pre-approved CEs associated with this webinar.

NOTE: All materials are subject to copyright. Transmission, retransmission, or republishing of any webinar to other institutions or those not employed by your agency is prohibited. Print materials may be copied for eligible participants only.

MEET THE PRESENTER

Susan Keane Baker, MHA

Susan Keane Baker, author of *Managing Patient Expectations*, is a dynamic speaker known for providing practical techniques that can be implemented quickly. A former hospital vice president, Susan attained the designation of Fellow of the American Society for Healthcare Risk Management. She has served as a member of the Board of Examiners for the Malcom Baldrige National Quality Award and is currently a Commissioner on the Connecticut State Commission on Medicolegal Investigations. Susan also teaches an annual risk management seminar for Quinnipiac University.

THREE REGISTRATION OPTIONS – WHAT YOU GET

1. Live Webinar Includes

- Unlimited connections to the Live Webinar for your agency
- Handout and take-away toolkit
- Available on desktop, mobile & tablet
- Presenter's contact info for follow-up

2. On-Demand Webinar Includes

- Recording of the Live Webinar
- Can be viewed anytime 24/7, beginning 2 business days after the Live Webinar
- Handout and take-away toolkit
- Available on desktop, mobile & tablet
- Free Digital Download, yours to keep
- Share link with anyone at your agency
- Presenter's contact info for follow-up

3. Purchase the **BOTH Option** to receive all the benefits listed above! Full registration descriptions can be found [here](#).

If you need help with anything, please drop us an email at support@eewebinarnetwork.com or call 406.442.2585.