



# Rolling Out the Red Carpet For Customer Experience



Mille Lacs Health System  
Standards of Performance  
Handbook



**ML**  
MILLE LACS  
HEALTH SYSTEM

# Created by Members of the Customer Experience Core Group



## Just imagine

what we can do together...

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# Mille Lacs Health System Mission, Vision & Values

## OUR MISSION

To assist those residing  
in and visiting the  
Mille Lacs area in  
achieving and maintaining  
optimal health.

### MLHS VISION—To be Recognized As:

- the preferred area provider for quality primary medical care & continuum of services.
- an employer of choice in the Mille Lacs area.
- an active, visible partner in the community.
- an effective manager of resources ensuring ability to carry out our health care mission.

### Organizational VALUES

We hold a **reverence for life**.

We strive **to insure access** for all.

We strive to **serve** all with **compassion** and **hospitality**.

We believe in open, honest and direct **communication** at all levels.

We believe **collegiality, teamwork, and participation**  
are necessary for **excellence**.

## From the CEO



The “heart” of the MLHS organization is our employees and their compassion—not our location, our facilities or our equipment. We are able to carry out our mission, vision and values because of our caring employees.

Our “home town touch” works for us as we serve our customers. We have friendly, highly skilled employees who are willing to go the extra mile to provide quality care.

I feel it is almost impossible to place a value on what it means to have a stable, dedicated and competent core of employees.

I truly hope each of you recognize the importance of your role at MLHS.

Dan Reiner, CEO



# Standards of Performance

**These standards set our high expectations for all employees and are given to everyone.**

**As an MLHS employee:**

- I will be open and honest in my words and actions and, through those behaviors, demonstrate my trust in others and enable them to trust me.
- I will actively listen to what others are saying and be receptive to their ideas and opinions. I will seek to understand others before I interject my own thoughts.
- I will openly provide support for others and look for areas that I can help.
- My behavior will demonstrate respect, caring and value for our individual differences. I will get to know others better and build relationships.
- I will provide leadership that has impact. I can't expect more from my organization than my organization expects from me.
- I will take action to correct inappropriate behaviors and expect others to do the same. I will also accept coaching that is provided to me.
- I will make it my business to understand what is going on in my organization.
- I expect to be held accountable to these standards.
- I have a right to ask questions and expect follow-up.

# My Responsibility



## As an MLHS employee I will:

- Treat others with dignity and respect
- Be accountable for my behavior
- Tolerate no incidents of discrimination or harassment
- Embrace diversity of thought
- Find win-win solutions to work/life issues
- Respect local culture, customs and values while not compromising the respectful treatment of others
- Be responsible for my personal growth and for helping others to grow
- Report right away within the chain of command any personal encounters or observations of behaviors that are not in line with our Standards of Performance
- Be responsible to ask your manager about the follow-up to your request or concern.

## You're Always Right ...When Satisfying a Customer

### Who Are Our Customers?

Patients, family, visitors, employees, vendors, and residents are all MLHS Customers!

### Customer Experience

We want to deliver a memorable patient experience where compassion and excellence come together to make a meaningful difference in the lives of those we serve. Every person—every time.

Our employees have designed experiences within their service areas to meet AND exceed the expectations of our customers.

*We want to “hold the hands” of our customers through their experience with us.*



# Satisfaction Surveys



## We want to know how satisfied our customers are with us!

A company called Press Ganey sends our patients a satisfaction survey after they visit our ER, Clinics, Long Term Care, Out-patient, Inpatient, and Surgery areas. We compare our results with other hospitals and try to make changes based on what our customers tell us. **Strive For Five** is all about our customers giving us “5s” on the surveys.

### We ask our patients about:

- Employee attitude toward visitors
- Employees working together to care for you
- Likelihood to recommend Mille Lacs Health System
- Helpfulness of directions



# Mille Lacs Health System Hospitality!



Hospitality is a simple, common sense approach to understanding the impact you have on our **“guests”**.

You have the opportunity to welcome **guests** into our health system, to help put them at ease, to be personable, to solve problems.

Your welcoming ways will insure our success.

**“We will care for each person who comes through our doors as if they were a guest in our own home and provide an experience that surpasses all other health care facilities!”**

# Rolling Out The Red Carpet



The goal of Hospitality is to “Roll Out the Red Carpet” and to create a culture within MLHS of the importance that quality service, compassion and caring brings to each **customer**.

Every **customer** should be treated as a VIP (very important person), just as you would like to be treated.

Each **customer** comes to you with their own set of expectations for their visit. Put yourself in your **customers** shoes and...

## EXCEED THEIR EXPECTATIONS!



# Service Recovery

How do we make it right when something goes wrong for one of our customers?

We try to **MAKE IT RIGHT—RIGHT NOW!**

1. “I’m sorry this has happened to you”.
2. “Let me help (solve the problem) or let me get someone (who will solve the problem)”.
3. “Since this has happened to you I’d like to give you a gift certificate for a free meal in our cafeteria.”

## SERVICE RECOVERY TOOLKITS

Each service area will have a Service Recovery Toolkit available for employees to use in situations that need to be “made right”. Our Quality Coordinator will track the requests and look for trends for making improvements in Service Recovery.



# Make It Better – ACT!



## FIRST STEP: APOLOGIZE

Apologize for the service “failure” even if it wasn’t you who didn’t meet our customer’s expectations. This is a crucial time in determining customer satisfaction. “That is not the way we like for things to be here at MLHS. We clearly did not meet your expectations.” (Don’t point fingers but acknowledge a mistake was made and say “we are sorry for it”)



## SECOND STEP: CORRECT

Correct the problem on the spot if possible. The service failure must be addressed immediately. MLHS empowers all employees to not just correct the failure but EXCEED EXPECTATIONS. If a patient has a negative experience, we need to do something special to overshadow the bad experience NOW!

[If the above two steps don’t help]



## THIRD STEP: TAKE IT FORWARD FOLLOW THROUGH!

Take the issue to a supervisor/manager as appropriate. Our goal is to resolve the problem NOW for the customer.

Take steps to prevent it from happening again.



# On & Off-Stage Communication



Coming in to work is like going “on stage”. Greet ALL customers with a smile. Use “please and thank you” in all conversations when appropriate. Use appropriate eye contact.

Remember, your conversations about your personal life belong “off-stage” (at home or in the break rooms).

Use easy to understand language when giving patients information—avoid technical medical jargon.

Please don’t discuss information about our patients or hospital business in “on-stage” areas like hallways, the cafeteria, waiting rooms or the lobby.

## How to greet people at MLHS

1. **(Make eye contact & smile)** “Welcome to Mille Lacs Health System”.
2. **(Notice something and talk about it e.g. flowers)** “Your roses are beautiful”.
3. **(Acknowledge others with patient)** “Hello Mr. Smith”.
4. **(Do they need anything else)** “Is there anything else you need?”.
5. **(Empathize with feelings)** “I’m sorry to hear that”.

## DRAW!



Dress professional, clean, tidy and appropriate for your area.



Remember that aftershave, perfume and tobacco smoke may be offensive to others.



Always wear your ID Badge/Nametag properly.



Wear a smile!





# Dignity & Respect

## Dignity & Respect

We believe each person we care for is an individual who deserves the very best healthcare delivered with dignity and respect.

Every day, our customers deal with very stressful situations regarding their health. They want us to help ease the stress of their experience at MLHS. Respect their situations and meet their needs as best as you can.



**[From the booklet “Your Rights”] The facility must with courtesy promote and care for you in a manner and environment that maintains or enhances your dignity and respect in full recognition of your individuality.**

## Customer Wait Time

Provide a comfortable area for waiting customers.

The acceptable waiting time for scheduled appointments is 10 minutes—**Apologize** if there is a delay and always thank customers for waiting.

**KEEP THE CUSTOMER INFORMED AS TO WHAT IS GOING TO HAPPEN.**

Update family members periodically while a patient is with a doctor or having a test or procedure. Offer a Service Recovery Certificate as appropriate for exceeding wait time.

# Phone Etiquette



## Answering the Phone:

Identify yourself, your position, your service area and ask “May I help you?”

*“Hello, this is Julie, charge nurse for Acute Care. May I help you?”*

Return calls as soon as possible. Customer feedback suggests we “slow down” when on the phone. Give your attention to the caller. Courtesy is as important in speaking over the phone as in talking to people face to face.

## Standard Greeting For Voicemail Message:

*“Hello, this is (insert first name and position) for Mille Lacs Health System. I’m sorry I’ve missed your call. Please leave me a message and I will return your call. To reach the operator, please press 0. Thank you for calling”.*



**Please update your voicemail message if you won't be answering your phone.**

**Please ask for help if you want to know more about using the phone system at MLHS.**



# Commitment to Co-Workers

## Commitment to Co-Workers

Treat one another with courtesy, honesty and respect. Welcome new employees and help them out. Be considerate. Remember your co-worker is your customer too.

Return calls—answer emails. Communicate and follow up.

Keep your work area and surrounding environment clean and safe.

Help each other out!

Empower and encourage each other—everyone should exceed expectations!

Please say “It’s my job to help you.” If you are unable to meet a request, be responsible for finding someone who can. When you call in sick—your co-workers have a tougher job.

## Sense of Ownership

Keep your work area clean and safe.

When you see litter, pick it up and dispose of it properly.

Know the policies and procedures to keep MLHS and our customers safe.

Return all equipment to the proper place.

“This is our house”....

# Privacy



## Privacy

Knock on the door and announce yourself. Close the curtains or doors during exams or procedures. Use discretion in telephone conversations.

Provide the proper gown size for patients and provide a robe or second gown when a patient is walking or in a wheelchair.

**Know about HIPAA** —Patient information should be safeguarded at all times!

**Please ask:**

*“Would you like your door closed?”*

*“Would you like me to pull the curtain for your privacy?”*



## Concern for Comfort

We are concerned about the comfort of all our customers and their families. Go ahead and tell our customers what is happening. If they are waiting for a doctor or results or whatever—let them know how long they will wait.

**Please Ask:**

*“Is there anything I can do to make you more comfortable?”*

# Review

## Provide a Great Customer Experience!

From start to finish—we try to create the best experiences for our customers.



## We Want Our Customers to be Comfortable!

“Would you like an extra pillow?”  
“Do you want the door closed?”



## We've Got Time For Our Customers

Ask for help—we're here to serve!



## The MLHS Customer Experience

...begins with you!



# Review



## Ask Our Customers—

“Is there anything else I can do for you?”



## Offer To Our Customers—

“Can I help you get to where you need to go?”



## Satisfied Customers—

That's what it's all about!



If you have any questions about the MLHS commitment to Customer Experience—please call:

**Dan Reiner, CEO**

**320-532-7950**

**Kathy Johnson, COO**

**320-532-7928**

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# Rolling Out the Red Carpet For Customer Experience



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