

Achieving service  
excellence(strategie  
s in healthcare) by  
myron d fottler,  
rober...



**ASSIGN  
BUSTER**

## **Achieving service excellence(Stragtegies in healthcare) by Myron D Fottler, Robert C. Ford, Cherrill P. Heaton/ senior in college/ HCM 420**

Order 123779 Achieving Service Excellence etc

----- Create and describe the healthcare organizations service strategy. In particular, link your service strategy to the creation of a healing environment and developing a culture of customer service.

Identify how your service strategy is linked to the organizational vision and mission.

As a renowned corporate health organization Core Medicos has directed all its energies towards building up a service network which is not only effective, but also expedite. We aim to develop the health sector as a technically advanced sector which is completely customer oriented.

To achieve our service goals we imbibe a two phase service strategy. We believe that in order to effectively service our clients we first need to have perfect internal coordination, and this is the objective of the first phase of our service strategy. As a corporate health organization we make it a point to imbibe the corporate culture in our internal functioning as well.

From the top most management to the lower staff absolute transparency is maintained in terms of policies and work ethics. Clear and fast communication is encouraged to ensure smooth coordination amongst our employees, which in turn enables us to better our external services.

As a health organization it is imperative for us to maintain a positive work

<https://assignbuster.com/achieving-service-excellencestragtegies-in-healthcare-by-myron-d-fottler-robert-c-ford-cherrill-p-heaton-senior-in-college-hcm-420/>

environment and prepare our staff to work with complete compassion even in testing circumstances. To achieve this we conduct various educational programmes for our employees to not only keep them updated with the latest developments in the health sector but also to enlighten them about the emotional and social aspect of this field.

We pursue a vision of bringing together technology and human expertise and set unprecedented example in medical services. Our internal service strategy goes a long way in helping us achieve this as it prepares us, as a team, to work with complete dedication and compassion towards the cause of improving health services.

The second phase of our service strategy is purely customer oriented and is dedicated towards developing a customer centric environment. Through our spectrum of health facilities and services we strive to provide our customers with complete comfort.

We understand that time is a crucial factor in medicinal services and hence we are well equipped to handle all sorts of events in minimum time, with full expertise. From time to time we update our service charter to adapt to our clients' specific requirements.

Our customer service policy is extremely flexible and can be tailor-made to meet the needs of various customers effectively. Whether it is organizing health camps in client organization or emergency services, our technology and trained professionals shoulder all responsibilities with complete sincerity and deliver best results.

For the benefits of our esteemed customers we also organize various training and awareness programmes where in our experts directly interact with our

client organizations and guide them about best organizational health practices.

We are also associated with numerous research programmes and our experts continually work towards development of newer medicinal solutions which are simple in implementation and quick in effect. This effort not only enables us to meet with the changing requirements of our clients and health industry but also helps us in perusal of our mission of making maximum contribution towards research and development of novel technologies and treatments to cure all sorts of ailments.

Our customer service oriented approach gives us an edge over the others as it not only helps us in understanding what customer's needs are, but also in meeting these needs expeditiously.

To further assist our customers we have also set up a round the clock service centre where our customers can call up anytime to share their health related problems. Our experts guide them and assist them in getting the best suitable remedy for the same. Imbibing latest technology we also maintain a huge database of all calls and the customers who visit us for future reference. Our online interface also enables the customers to get in touch with us quickly, with an instant response to their queries.

All our efforts are directed towards building a positive health environment, which is not only limited to medicinal treatment but also involves interpersonal interaction with the customers. Our motive is not only to cure the ailment but also to make sure that it never occurs again, and to achieve this we encourage maximum personal interaction and counseling to the patients.

Our two phase service strategy forms the backbone of our success. It not only helps us in maintaining a positive work environment within the organization, but also in servicing our customers effectively, in minimum time.

\*\*\*\*\*