



Achieving Patient (aka Customer) Experience Excellence: Lessons From a Successful Cultural Transformation in a Hospital

Rhonda Dishongh, Qaalfa Dibeehi, Kalina Janevska, Gregory D. Erickson

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Written by internationally acknowledged experts in the customer and patient experience movement, **Achieving Patient (aka Customer) Experience Excellence: Lessons From a Successful Cultural Transformation in a Hospital** clearly outlines the principles and development phases of a great customer experience transformation. Using an engaging story, it allows readers to follow the journey of Community General, a healthcare organization that went from struggling to being nationally recognized for its performance and customer satisfaction success.

Demonstrating how Community General was able to achieve its cultural transformation, the book presents valuable lessons learned that can be applied across a range of industries, including healthcare, telecom, and financial services. Each chapter begins with a case study that describes the experiences of the authors—the director of customer experience design, the director of imaging services, a consultant, and a business psychologist—allowing readers to learn from their success and struggles.

Each chapter also includes a management learning section that provides practical advice and helpful tips for healthcare managers on their journey towards achieving excellence in the patient experience. Representing decades of battle-tested experience, this book will not only help you understand the components required to build a customer-centric culture, but will also provide the mindset you will need to strike the ideal balance between patient (aka customer) satisfaction and business benefit.

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