

**Customer Service
in Healthcare IT**

UNIT 1

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Unit 1: Learning Objectives

- Describe definitions of customer service
- Identify customers needs based on context
- Discuss different metrics to measure customer service in Healthcare IT
- EMR success factors

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What is Customer Service?

- NO ~Doing for others as you would like someone to do for you.
- YES ~ Doing what your customers want, instead of doing what you *think* your customers want.

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Customer Service

- Studies suggest that the top reasons for customer dissatisfaction focus specifically on employees who:
 - Don't listen to what the customer is saying
 - Ignore customers entirely
 - Don't follow up or follow through
 - Are not knowledgeable about products and services they support

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Elements of Customer Satisfaction

1. Perfect product
2. Engaged delivery
3. Timeliness
4. Effective problem resolution process

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Who are Healthcare IT Customers?

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Is Healthcare Information Technology (HIT) Unique?

- In short, yes!
- Similar to the maintenance and housekeeping function in large facilities Healthcare IT professionals interact with almost every department
- As opposed to housekeeping, the stakes of IT system failures can be catastrophic
- A good day is when systems are up

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A Service Culture

- Healthcare IT professionals primarily provide a service
 - There is an over arching service mission consisting of installation and support for given set of systems/ applications both purchased and integrated
- From a customers view the HIT function output is be a blending of tangible and service components

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The Challenge

- How do we measure the customer service of healthcare IT professionals?
- Is there an element of similarity with other functions within a large health organization or small provider group?
- What do our customers want?

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Repercussions of Poor Customer Service

- Satisfying a customer from the beginning is a lot cheaper (both in dollars and time) than changing the attitude of an discontented customer.
- Studies have identified results of poor service.

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What do Customers Want?

- It depends on the customer
 - Physicians
 - Nurses
 - Administration
 - Staff
 - Patients
- It depends on the organization
- It depends on the stage of HIT adoption

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EMR Customer Service

- Successful EMR systems improve workflow and efficiencies, enabling better management of the patient care process.

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Failure Components

- Unsatisfactory project management control
- Lack of communication
- Incomplete goal specifications
- Underestimation of project complexity

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EMR Success by Component

- Success in technical terms
- Success in economic terms
- Success in strategic terms
- Success in terms of trouble-free operations

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Successful Implementation

- Internal project leadership team
- Communication and motivation
- Department workflow analysis
- Specific and measurable goals
- Strategy for entering existing data
- Sufficient time for training
- Ongoing plan for support

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Unit 1 Summary

- Described the definitions of customer service
- Identified customers needs based on context
- Discussed different measures to customer service in Healthcare IT

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