



Awardee of The Office of the National Coordinator for Health Information Technology

Component 16-Professionalism/Customer Service in the Health Environment

Unit 1-Customer Service in Health IT Lecture 1a-Definitions of Customers and Customer Service

This material was developed by The University of Alabama at Birmingham, funded by the Department of Health and Human Services, Office of the National Coordinator for Health Information Technology under Award Number 1U24OC000023.

Unit 1: Learning Objectives

- Define customer service
- Identify healthcare customers
- Identify customer needs based on context

Component16/Unit1-1a

Health IT Workforce Curriculum
Version 2.0/Spring 2011

2

What is Customer Service?

- **Customer:** purchaser of commodity or service
- **Service:** work performed by someone who serves

“The degree of assistance and courtesy granted those who patronize a business”

- *Entrepreneur Magazine*

Component16/Unit1-1a

Health IT Workforce Curriculum
Version 2.0/Spring 2011

3

What is Customer Service?

“The **degree** of assistance and courtesy granted those who patronize a business”

- Customer service can be
 - Good
 - Adequate
 - Bad

Component16/Unit1-1a

Health IT Workforce Curriculum
Version 2.0/Spring 2011

4

A Service Culture

- Healthcare IT professionals primarily provide a service
 - Installation and support for a given set of systems/applications both purchased and integrated
- From a customer’s point of view, the HIT function output is a blending of tangible and service components

Component16/Unit1-1a

Health IT Workforce Curriculum
Version 2.0/Spring 2011

5

Who are Healthcare IT Customers?

- Hospitals

Component16/Unit1-1a

Health IT Workforce Curriculum
Version 2.0/Spring 2011

6

**Who are Healthcare
IT Customers?**

- Hospitals
- **Physician Clinics**
- **Clinicians**
 - **Physicians**
 - **Nurses**

Component16/Unit1-1a Health IT Workforce Curriculum Version 2.0/Spring 2011 7

**Who are Healthcare
IT Customers?**

- **Staff**
- Patients
- Public

Component16/Unit1-1a Health IT Workforce Curriculum Version 2.0/Spring 2011 8

**Who are Healthcare
IT Customers?**

- Staff
- **Patients**
- **Public**

Component16/Unit1-1a Health IT Workforce Curriculum Version 2.0/Spring 2011 9

What do Customers Want?

- It depends on the customer
 - Physicians
 - Nurses
 - Administration
 - Staff
 - Patients

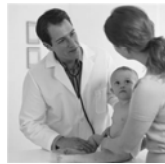
Component16/Unit1-1a

Health IT Workforce Curriculum
Version 2.0/Spring 2011

10

What do Customers Want?

- It depends on the customer
 - **Physicians**
 - Nurses
 - Administration
 - Staff
 - Patients



Component16/Unit1-1a

Health IT Workforce Curriculum
Version 2.0/Spring 2011

11

What do Customers Want?

- It depends on the customer
 - Physicians
 - **Nurses**
 - Administration
 - Staff
 - Patients



Component16/Unit1-1a

Health IT Workforce Curriculum
Version 2.0/Spring 2011

12

What do Customers Want?

- It depends on the customer
 - Physicians
 - Nurses
 - **Administration**
 - Staff
 - Patients



Component16/Unit1-1a

Health IT Workforce Curriculum
Version 2.0/Spring 2011

13

What do Customers Want?

- It depends on the customer
 - Physicians
 - Nurses
 - Administration
 - **Staff**
 - Patients



Component16/Unit1-1a

Health IT Workforce Curriculum
Version 2.0/Spring 2011

14

What do Customers Want?

- It depends on the customer
 - Physicians
 - Nurses
 - Administration
 - Staff
 - **Patients**



Component16/Unit1-1a

Health IT Workforce Curriculum
Version 2.0/Spring 2011

15
