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**52 Weeks to Success**

**Chiropractic Assistant Program**

**Benchmark 2**

**Core Objective:**

To create world-class service, a practice must know what the patient want and how to respond to what they want and need.

**Key Takeaways:**

* Our practices are driven by delivering what the market wants, bringing about patient satisfaction and creating loyalty.
* There are four things that a practice must do to be great:
  + Keep the patient
  + Get new patients
  + Make a profit
  + Be efficient
* The key to creating loyal patients is to satisfy their needs and meet their expectations. All patients have the same basic expectations:
  + Patients want a quality, defect-free service
    - Work to eliminate all defects/breakdowns in your service
    - The response to the breakdown is more important than the breakdown itself
  + Patients want timeliness
    - Set up systems to ensure patients are served in a timely manner
    - Patients don’t want to wait
  + Patients want caring service
    - Patients want people to be nice to them and provide caring service. This is the strongest, most important expectation driving patient satisfaction
    - Caring Service starts the moment a patient makes contact with your practice. Take time to acknowledge them personally, showing kindness and respect.

**Questions for Team Discussion:**

1. Which of these three expectations does your practice consistently meet?
2. What systems have been put in place to ensure satisfaction in this area?
3. Which of the three expectations for keeping a patient does your practice need to improve upon the most? What are some changes that you can implement to begin improving in this area?

**Resources:** Benchmark 2 (Video/Powerpoint/Worksheets/Team Discussion)

Horst Schulze speaking on Providing Exceptional Customer Service

https://www.youtube.com/watch?v=IjFTA5UwUZc&index=7&list=PLTBwnh2BV1jEYpxmbf1sA2xBcKKkkyScY