



### **Workshop on Delivering Healthcare Services with Feelings:**

#### **Creating the Ultimate Patient Experience**

January 20 – 24, 2025, 1<sup>st</sup> Run: Lagos & Port Harcourt

July 21 – 25, 2025, 2<sup>nd</sup> Run: Lagos & Abuja

**For Tutor -Led Class:** 9am – 4:30pm

**Workshop fee:** N300, 000 per Participant

**For online:** Delivery via Zoom

**Online course fee:** N250, 000 per Participant

**Available for In-plant Training**

**700 U\$D for foreign  
Participants**

#### **Program overview:**

The essence of healthcare delivery is caring, but caring is more than just a word. Caring is how we feel about our patients to whom we provide services, treatment and support. Creating the ultimate patient experience is more than simply being physically present. Patients' feelings must be taken into account and empathize with their needs as well as their desires.

This 5 days' course on Delivering Healthcare Services with Feelings is designed for healthcare centers, hospitals, clinics, labs administrators and healthcare workers in general to foster a positive care attitude, manners, and facilities amenities as necessary tools in patient treatment process. Delivering Healthcare Services with Feelings will help new and experienced staff members deliver a powerful impact on patient experience and care, thus improving employees' performance and the quality of care your organization provides.

#### **For whom:**

This program is designed for primary healthcare givers, recuperative care givers, community and other healthcare facility administrators, Doctors, Nurses, hospital administrative staffs, chief nursing officers, department directors and other healthcare professionals at supervisory, management or executive levels with responsibilities that interface with patients.

#### **Learning objectives:**

At the end of the program, participants will be able to:

- optimize patients' experiences by empathizing with their needs as well as their desires;
- improve on their customer care performance and the quality of care their organization provides;
- establish patient centered attitude;
- provide excellent service through effective communication via good listening skills, asking the right questions, and good verbal communication skills;
- address patient needs and understand the patient's situation;
- maintain happy patients by following up and addressing complaints;
- learn in-person customer service management;
- use telephone etiquette in handling complaints;
- manage the customer service program with emphasis on building a motivated customer service team;
- examine how company policies can impact customer service;
- list steps to effectively handle difficult patients, de-escalating anger, establishing common ground, setting your limits, and managing their own emotions;
- cope with insults, when dealing with legal and physical threats; and
- apply the L.E.A.R.N. model for handling complaints, turning difficult patients around, and recovering from a service breakdown.

#### **Course outline:**

##### **Day 1: Healthcare Customer Service: Overview**

- What does customer service mean in healthcare?
- Who We Are and What We Do?

Human Capital Associates Global Consult Ltd is Accredited by Nigeria Council for Management Development (NCMD)

Lagos: Human Capital Associates Global Consult Ltd: Acme House 2nd Floor, Ogba Industrial Scheme, Ogba, Ikeja – Lagos

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- Who Are Our Customers?  
What Is Customer Service?  
Who Are Customer Service Providers?
- Differentiating healthcare customer services from other types of services interactions

#### Day 2: How to improve healthcare customer service

- Explore how service is defined by customers
- Identifying and addressing Patient needs
- Understanding the Patient's situation
  - Staying Outside the Box, o Meeting Basic Needs, o Going the Extra Mile
  - Measuring Your Patient Efforts
- In-Person Customer Service
  - Dealing with At-Your-Desk Requests
  - The Advantages and Disadvantages of In-Person Customer Service
- 7 Ways to Improve Patient Satisfaction and experience

#### Day 3: Examine the value of providing exceptional customer service in today's business environment

- Describes how patient-satisfaction scores are linked to improved financial performance
- Generating Return Business
- Following Up
  - Addressing Complaints, Recovering from a Service Breakdown
  - Establishing Patient Trust
- Identify barriers to providing high-quality customer services

#### Day 4: Reducing uncertainty and patient anxiety

- Establishing Your Positive Attitude
- Calm upset patient and their families
  - Behavior that Turns-off Patients
  - What Can You Do Right Away to Improve?
- Effective Communication Skills
  - Excellent Service through effective communication
  - Good Listening and questioning Skills
  - Verbal Communication Skills
  - Non-verbal Communication Skills

#### Day 5: Providing Electronic Customer Service

- The Advantages and disadvantages of electronic communication
  - Website, Email
  - Understanding Netiquette: Tips and Tricks
- The Advantages and disadvantages of telephone communication
  - Telephone etiquette: tips and tricks
- Recovering difficult customers
  - De-escalating anger
  - Establishing common ground
  - Setting your limits & managing your own emotions
- Understanding when to escalate
  - Dealing with vulgarity & coping with insults
  - Dealing with legal and physical threats
- Develop an action plan to improve customer services skills

**Training Methodology:** Lectures, discussions, exercises, and case studies will be used to reinforce these teaching/learning methods.

#### LOCATIONS

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 - Pearls Learning Hub, Plot 756, Opposite Divine Hand of God Ministry, Area 1, Garki, Abuja.

3 - Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

**Open Course Fee: N300, 000**

In-plant Fee Negotiable

#### WORKSHOP FEE:

**N300, 000 per participant, VAT –N22, 500**

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

**For Booking / Enquiry, Call: 234-8051365946, 234-7087578814**

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