

ABOUT BLACKSTONE PARTNERS

Blackstone Partners was founded on the premise that our consultants must provide meaningful and measurable value to our clients. Our success is a clear reflection of our passion for results, professional excellence and high-value, quality deliverables. Our primary focus is on the public sector and health care - we are not recent converts to these markets. Members of our team have lengthy and distinguished track records in management consulting, government, and industry with expertise in organizational effectiveness, strategic and business planning, business process improvement and operations research.

Blackstone Partners delivers these services through well-structured projects that allow us to be creative, work in teams and have fun. Blackstone Partners has outstanding credentials and references that will vouch for the integrity of our work and the value of our services.



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ABOUT EFFECTIVATION

Since 1986, Effectivation has trained both sales and customer service professionals in skills and behaviours that improve their effectiveness in dealing with their customers and providing WOW! service experiences.

Customized workshops feature interactive lecture material and strong emphasis on role-playing, using participant's real Patient service situations. Our training focuses on achieving results through sustained behavior change.

Effectivation's instructors have been successful in sales, customer service, management, and training. Their experience with healthcare professionals helps them establish credibility and trust with workshop participants and enables them to enrich the training with their own real-life examples.

Participants leave the training with effective, easy-to-use skills and tools that can immediately provide Patients and Co-workers WOW! service experiences.



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Pursuing
Service
Excellence

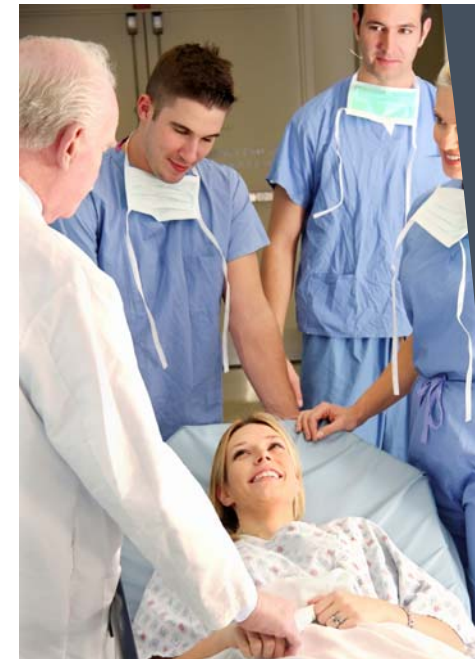
The WOW!
Experience

"Do you want to exceed your Patients' expectations?"

The Need for *Service Excellence*

CONNECTING WITH TODAY'S HEALTHCARE REALITY

- The healthcare market continues to be **pressured for faster, more effective services** supported by diminishing resources
- **Organizations continue to struggle with Patient and staff satisfaction scores**, particularly in areas associated with high Patient volumes (e.g. emergency department, diagnostic imaging, outpatient clinics)
- The "service deficit" is **multi-faceted requiring a combination of solutions** (e.g. training, coaching, role modification, work flow redesign)
- Over the past two years, we have worked with a variety of health organizations to develop a comprehensive approach to improving their service orientation – it has become known as **Service Excellence - The WOW! Experience**



CLIENT BENEFITS

Our clients have identified a number of key outcomes from our Service Excellence approach including noticeable improvements in:

- Patient and Co-worker satisfaction scores
- Staff service behaviors, reinforced by peers and management
- Staff engagement in proactive problem solving
- Management competency in coaching and mentoring
- Process improvement focused on client experience

OUR APPROACH TO SERVICE EXCELLENCE

Service Excellence is about sustained cultural change. Experience suggests that Service Excellence – The WOW! Experience – is achieved only through a focus on three 'reinforcement' points:

- Education & Training
- Coaching & Mentoring
- Experiential Learning



The WOW! Experience exceeding patient expectations

COACHING & MENTORING

In many cases, healthcare **management and staff do not have the leadership skills** to effectively apply their learning in everyday situations. Leadership is critical to achieving Service Excellence cultural change.

Working with our coaching team, healthcare staff and management learn **leading practice approaches** to effectively model and practice Service Excellence behaviors.

Coaching sessions can be provided to either **individuals or groups** on an intermittent or ongoing basis.

EXPERIENTIAL LEARNING: WORK TEAMS

Following the formal education and coaching, work teams are initiated to:

- Use the workshop and coaching learning as soon as possible in order to **reinforce the Service Excellence concepts, habits and skills**
- Demonstrate the value of the learning by **initiating priority demonstration projects** and publicizing their success.
- Work teams comprised of multidisciplinary staff are formed. These teams are taught other essentials of process decomposition and system design so that they can **identify departmental processes that are barriers to Service Excellence** and redesign them.

EDUCATION & TRAINING

During this phase, we work with the healthcare organizations to define a **customized curriculum** for its staff based on a prioritization and application of key service behaviors and habits that are proven to make a dramatic difference in the way Patients and Co-workers are treated.

Course work is developed and delivered to key staff and management utilizing a **variety of learning methods** (e.g. lecture, case study, group sharing and role play).

Participants leave our workshops with a **full understanding of what it takes to deliver exceptional Customer Service** (WOW! Experiences) to both Patients and Co-workers, as well as the "How-to" tools and skills needed to deliver these experiences.

CLIENT TESTIMONIALS

"The best workshop I've experienced! A relaxed environment that made it easy to open up and share ideas. Excellent instructors!"
~Admissions Clerk

"One of the best and most constructive sessions I have ever attended. People will actually take something from this. Way to go! I have seen results already from those that went before me"
~MRI Technician

"Pursuit of WOW! has been indoctrinated into the vocabulary of Diagnostics staff"
~Director, Diagnostic Imaging

"Flaws in work process can create substantial barriers to Service Excellence – which were addressed through our Implementation Teams"
~Manager, Lab

"Perhaps more than anything, Service Excellence has become a beacon for Diagnostics - it influences both our thinking and the decisions we make on a daily basis"
~Director, Diagnostic Imaging

