

Are You Going the Extra Mile?

None of us can afford to spend much of our precious work hours with our eyes off the ball. What isn't clear sometimes is where the ball is.

A dental office I consult with has consciously placed patient service on a new plateau and that emphasis has helped them keep a robust, high-quality practice thriving through the economic slowdown.

Snow is a common occurrence during our New England winters, but this Wednesday storm had started at dawn and had dropped four inches by ten in the morning. The roads were slushy, slippery and slow and the parking lot was already crowded with new snow pushed into the piles left from earlier storms.

Appointments are precious at the office, and as of 10:00 AM, few patients had been willing to let the snow keep them home. But the call from an eighty-five year old, long-term patient wasn't surprising. His appointment was for an important, but non-urgent procedure and he called to let the staff know there was no way he was going to be able to safely make the appointment.

The front desk person wasn't willing to accept his obvious disappointment and asked him to hold for just a minute; she had to check a couple of things. While he held, she called a local cab company and made an appointment for him to be picked up at home, then confirmed the timing with his dentist, the senior partner in the practice.

When she got back on the phone she informed the patient that his cab would be there at 12:30 and would be compliments of the office. "And," she continued, "Dr. Smith has a break after your appointment and wants to drive you home."

This kind of response is just a part of their team commitment and ongoing training to offer exceptional service to their patients. It has been created by a deliberate effort of the partners, and sustained by a wholehearted buy-in by the office team.

If you're not getting the effort you want from your team, call us for information on our coaching for principals, or our lunch-hour training programs for front-line staff.