

HOW TO

Win Back Every Single Patient



Brian Lee CSP

3 Capabilities to Regain
Lost Patient Volumes
and Grow

Six Take-Away Systems

DO IT Recommendations (Daily Ongoing Implementation Tactics)

- 1. **Educate and Empower Everyone** to serve as a **C. I. O.**
“Chief Influence Officer”
- 2. **Charter an “Easy Access Task Force”**
Plan and coordinate convenient patient and family access to the hospital and offsite facilities.
- 3. **Commit to Excellence**
“Learn a *one new idea* every day and *do it in a better way.*” - Brian Lee, CSP, HoF
- 4. **Make a Reputation Recovery a Core Competency**
- 5. **Fast-track a Cultural DNA of “Being a Safe 5 Star Healthcare Experience” through Sentence Starters used by Everyone, Everywhere**
- 6. **Educate and Empower Your Leaders with State-of-the-art Charge Competent People Skills**
- 7. **Unleash your Trusted Leaders to Serve as Safety Ambassadors**
- 8. **Include in Your Win-back Marketing Campaign:**
 - A full-page print advertisement
 - Key leaders record **YouTube and Facebook videos**
 - Invite patients to record “**Why I came Back**” testimonials videos
 - Schedule a live streaming **Customer Academy**
- 9. **Request Your Win-back Tool Kit now**
- 10. **Join Us for the Annual HealthCare Service Excellence Conference 2021**
 - Full Conference Onsite Access or
 - Conference Keynote MasterClass Pass – Live Stream Access to all keynotes

Take Home Tool

Examples of **Friendly Transparent Shields, Masks and Photo-badges**




Take Home Tool

How to Gain a Buy-in for Anything "Cheat Sheet"




Take Home Tool

Leadership and Frontline Workshop Design Checklist



1. Resilience and You
2. Reputation Recovery
3. Safety Sentence Starters
4. Culture of Safety Outreach
5. Honoring Caregiver Heroes!

1. Caregiver Empathy and COVID-19 Fatigue
2. How to Gain a Buy-in from Anybody for Anything
3. The Agility Advantage
4. Influence and Persuasion Made Simple



Take Home Tool

We have a safe 5-Star Healthcare Experience waiting for **YOU**



Your safety is at the heart of everything we do. That's why we are taking extra precautions to ensure a safe 5-star experience waiting for you every time you visit.

Sample template Print Advertisement




Join us at the 21st Annual **HealthCare Service Excellence Conference** November 8 – 10, 2021 La Jolla, Torrey Pines, CA




Frontline “Gain a Buy-In” Guide™ - Brian Lee CSP, HoF

*“Change is exciting when it is done **by us**, threatening when it is done **to us**”*

How to Gain a Buy-in

I. Schedule a Meeting

- Use a board table, square or rectangular table and a flip chart

II. Meeting Agenda

1. **Good News** – everyone shares something positive, personal, or professional, since last get together
2. **Conduct a Subject Briefing**
 - How **best practice/procedure** works
 - Emphasize the **benefits**
 - Use **case studies**
 - Share a **YouTube** video
 - Show an **“Everyone’s a Caregiver”** module
 - Take **questions**
3. **Buddy Up** – in twos (& threes)
4. **Assign Buddy Discussion** – five minutes to brainstorm, what are the:
 - **Benefits** – of implementation
 - **Barriers** – what could prevent successful implementation
5. **Buddy Debrief** – rotate calling upon all sets of buddies:
 - Post Feedback onto a flipchart (use a volunteer):
 - Help generate **benefits**, as many as possible
 - Let participants **brainstorm** how to **overcome** barriers (assist if they get stuck-ish “What If?”)
 - Summarize **all** the benefits, and how team **agreed** to overcome barriers
6. **WWW & H** – Who will do What by When & How
“Where he fell down, is failing to follow-up.” - Brian Lee, CSP
 - Develop a **consensus to implement** with names and dates
 - Agree in **follow-up meeting** to review progress in 3 – 6 days
 “Worked Best/Next Time”
7. **Good of the Patient** – each attendee shares their take-away/best idea

W – _____

I – _____

I – _____

F – _____

M – _____

III. Follow-up

Coach, encourage, support, model, demonstrate, shadow, hardwire (and discipline) and sustain, until it’s hardwired

IV. Make it happen

- Choose a subject you will apply this “buy-in” process for next?

“Authorship = Ownership”

- Brian Lee, CSP, HoF

Print Advertisement

We have a safe
5-Star Healthcare
Experience waiting for

YOU



Your safety is at the heart of everything we do.
That's why we are taking extra precautions so
there's a safe 5-star experience awaiting you
every time you visit.



**HOSPITAL
LOGO**

Julie Russell, President
Adco Agency
Email: julie@adco.agency
Office: 309-692-7880

HOW HOSPITALS CAN *Win Back Every Single Patient*

The 5 Imperatives to Regain Lost Patient Volumes and Grow

WHO SHOULD ATTEND:

- C-Suite, Executives and Senior Leadership

*"42% of consumers feel uncomfortable going to a hospital for any in person medical treatment."
– Alliance of Community Health Plans*

YOU WILL LEARN HOW TO:

- Reignite caregiver engagement and unleash their influence in the community starting with family and friends
- Educate everyone to use "sentence starters" to create patient comfort and alleviate concerns
- Master the critical new skill of "Reputation Recovery" and how all caregivers can win back reluctant customers one at a time
- Educate managers to lead in the new normal
- Engage your brightest and best frontline stars to teach a workshop: "Create a Safe 5 Star Experience for Everyone"
- Initiate a win back advertising and social media campaign with the theme: "We Have a Safe 5 Star Health Care Experience Waiting for You"
- Launch your own patient video testimonial project where patients agree to record short smartphone video "Why I Came Back"
- Create a 3-minute social media video: "Reasons Why We are The Safest Place in Town"
- Bring back every single patient and more!

4 POWERFUL ACTION TAKE-AWAY-TOOLS:

- Employee Engagement Motivational Workshop Design Checklist
- Leader Implementation Planning Forms
- Sample template Newspaper Advertisement
- Post Webinar "DOIT" Implementation Checklist

ATTENDEES SAY IT BEST

"If every hospital, CAH or provider had the common sense of Brian Lee, they would win with their patients every time."

– Evalyn Ormond, CEO, Union General Rural Health Clinic, Farmerville, LA

"The energy is remarkable – truly impactful with great insights, suggestions with one common thing: remember the patient."

– Jerome Flores, CFO/COO, Kahuku Medical Center, Kahuka, HI



Brian Lee, CSP

Today's Consumer Beliefs Demands Creative Thinking!

Join Healthcare author and thought leader Brian Lee, as he shares leading edge best practices and skills with his engaging energizing and inspiring delivery style that have earned him the reputation as "Healthcare's Engagement Expert"

