

Front Office Staff Development for Practice Health and Wellness

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Today's Agenda

- Define the role of the Receptionist in setting the practice image
- Learn how to develop effective communication skills that promote patient compliance.
- Understand how to optimize revenue activity and improve collection performance.
- Gain a behavioral mindset that will ensure quality patient service.

*The Receptionist is
the Ambassador for
the medical office*



Front Office Tasks and Responsibilities



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Tasks and Responsibilities

- **Appointment Scheduling**
- **Registration**
- **Treatment authorization**
- **HIPAA compliance standards**
- **Chart and records management**
- **Telephone communications**
- **Revenue and collection activity**
- **Mail management**
- **Facility management**
- **Patient safety and comfort**



Optimal Task Performance

Ensures Quality Patient Service

- Clear performance expectations related to tasks and responsibilities
 - Current Job Description
 - Defined mission for practice growth



- Training

- Orientation to the job tasks and systems
- Coaching
- Feedback



- Understanding the front office systems
 - Training
 - Management Support
 - Coaching



- Access to resources for optimal task management
 - Front office work station design
 - Computer technology
 - Communication systems
 - Forms and procedure manuals



- Freedom to succeed and to fail
 - Staff support to achieve a shared goal
 - Staff working together in the effort to deliver quality patient service
 - Leadership sharing common understanding
 - Feedback



Behavioral Qualities of a **Great** Receptionist



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A Great Receptionist is....

- Dependable
- Organized
- Professional appearance
- Positive attitude
- Kind
- Pleasant
- Honest
- Assertive
- Detailed
- Social
- Understanding
- Active listener
- Knowledgeable
- Tactful
- Diplomatic
- Truthful
- Flexible
- Caring
- Compassionate
- Nice
- Thoughtful



Patients Surveyed

- Across all age groups most consistent drivers of patient satisfaction in a doctors office setting were:



1. How friendly and courteous they are.
2. How much time physicians spend with their patients.

Press Ganey Associates, Inc.



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The Practice Image

Not what you think you are.....

But rather what people
perceive you to be !



The **First Impression**
A one time **Opportunity**



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It is in the **Eye** of the Beholder

- The professional **Appearance**
 - Hair
 - Clothing
 - Cleanliness
 - Posture
 - Smile
 - Eye Contact



The **Message** is in the delivery

- The positive **Attitude**
 - Enthusiastic
 - Confident
 - Polite
 - Kind
 - Humble
 - Natural Self
 - Able, Can, and Will



There is only **One Goal!**

- **Commitment** to quality service
 - Active listening
 - Eye contact
 - Clarification of facts
 - Appreciation
 - Results oriented



Adding Up the **Power** of the **First Impression**

- Body Language 55%
- Tone of Voice 38%
- Words 7%



Patient **Wants** and **Expectations**



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Patient **Wants** and **Expectations**

- To be Valued
 - Focused attention
 - Understanding
 - Comfort
 - Reduced fear



Patient **Wants** and **Expectations**

- **Provider Access**
 - Reasonable appointment access
 - Timely communication
 - Dependable provider service



Patient **Wants** and **Expectations**

- Treated with Respect
 - Eye Contact
 - Open body language
 - Active listening
 - Confirmation of needs
 - Understanding



Patient **Wants** and **Expectations**

- Recognized as an Individual
 - Compassion
 - Willingness
 - Desire to serve
 - Results



Patient **Wants** and **Expectations**

- Affordable Healthcare
 - Defined financial obligations
 - Education in their financial responsibilities
 - Resources for healthcare opportunity



Patient **Wants** and **Expectations**

- Quality Healthcare
 - Qualified healthcare providers
 - Time with the provider/physician
 - Timely coordination of treatment and resources
 - Access to medical treatment technology



Patient **Wants** and **Expectations**

- Confidentiality
 - Personal Health Information
 - Financial Information



Patient **Wants** and **Expectations**

- Safety and Comfort
 - Prevention of exposure to disease
 - Compliance with industry regulations and standards
 - Emergency and disaster controls
 - Facility maintenance and design
 - Equipment maintenance



Wants and Words

- Affordability
- Quality
- Comfort
- Confidentiality
- Ease
- Dependability
- Access

*Lets play the
Match Game.....*



Role of the Physician



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The Physician's Role



- To be accessible to the patient
- Deliver quality healthcare
- Provide quality treatment coordination
- Spend time with the patient



Our *Aim* is to deliver

- Compassion.....
- Courtesy.....
- Competence.....

In everything that we do



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Qualities of an effective communicator



Quality Communication

- **Task Knowledge**

- What to do
- How to do
- Power to do

- **Attitude**

- Having the patient's welfare in mind
- Willing
- Able
- Want to do

- **Perception**

- View the patient as able to understand, commit and comply



Building the **PRACTICE IMAGE**



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Communication Skills

Enhance the practice image
Develop positive patient relations!
Promote Patient Compliance



Positive Communication

- “ Thank you for calling Best Maryland Health Center, This is Marvela, I can help you.”

Phone attendant routing -Voice Mail option

- “This is Marvela, I am away from my desk. My job is to help you. Please leave me a message (instructions). I will return your call as quickly as possible”



Positive Communication

- “Mr. Smith, you are paying for your health insurance benefits. All the more reason that you should value from a complete understanding of your benefits”. There is an 800 customer service # on the back of your card.”



Positive Communication

- “Ms. Understood, yes the physician has contracted with your plan to provide you with covered access to health care here at *Happy to Serve You Clinic*. We want to keep fees affordable for you. It’s about giving you access to the benefits you have paid for. I need your ID card to process your claim. In the event you do not have the card, we will bill *you* as uninsured for today.”



Positive Communication

- “Good to see you, Mr. Albert.”
- “The doctor will be glad to see that you are here.”



Positive Communication

- “To all of you waiting for Dr. Late, patients have had great needs today”. He will be with you shortly.”
- “Thank you for your patience, Dr. Tardy has not arrived to the office for good reason. Does anyone require rescheduling of their time?”



Positive Communication

- “Ms. Cheap, your co-payment is your responsibility under your insurance benefit plan. Your selected health plan has a share of cost to continue to assist in the payment of your health care services. Should you not choose to meet your obligation, it may affect your coverage.”



Positive Communication

- “Mr. Tight, you have not paid your last three co-payments at the time of your visit. Your plan allows for a surcharge of \$ _____ when you have three or more unpaid co-payments.”



Words that Influence Patient Response and Compliance

- I understand.
- I can hear that you are angry.
- I can see that this upsets you.



Words that Influence Patient Response and Compliance

- I don't know, but let me get someone who does.
- I will let Dr. Kind know that you feel this way about paying your bill. Thank you for explaining your position.
- Let me make sure I understand.



Words that Influence Patient Response and Compliance

- Did we meet your needs today?
- Let me give you the options for the appointment time that the doctor will need to evaluate you.



Words that Influence Patient Response and Compliance

- I can arrange a three tier payment program to make this more comfortable for you.
- For ease of payment, you can authorize your charge card for a telephone payment transaction, set a limit, and we can take care of your bill for you.



Words that Influence Patient Response and Compliance

- I am sorry that happened, I will take personal responsibility to see that this issue is addressed by the close of the day (*or whatever time line is reasonable*).
- Dr. Exact will want to know this. I will pull your chart and bring your concern(s) to her attention immediately.



It's about.....

**Understanding your role
Optimizing your behavioral qualities**

**TURNING YOUR COMMUNICATION
INTO A POWERFUL PRACTICE
BUILDING TOOL**



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***Let's exercise what
we've learned...***



Your business | medicine

Our business | your success

Committed physician advocates, Precision Practice Advisors transform medical practices into lucrative businesses.

- Coding
- Compliance
- Chart Auditing
- Revenue Management
- Practice Assessment
- Educational Programs

We address the professional needs of your practice to achieve optimal performance and revenue results.

Minimize Risk | Ensure Compliance | Increase Revenue



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