

Enhancing Patient Experience Through Quality Customer Service

5 QUICK WAYS TO IMPROVE CUSTOMER SERVICE

Great customer service helps patients feel valued, improves satisfaction and supports better health outcomes. Small changes can make a big difference.

1. Greet Patients Promptly

Make eye contact, smile and acknowledge patients when they arrive.

Example: "Good morning! We'll be right with you."



2. Communicate Clearly

Use simple language and make sure patients understand next steps.

Example: "We'll submit the authorization request and contact you once it's approved."



3. Keep Patients Informed About Delays

If schedules run behind, let patients know as soon as possible.

Example: "Dr. Smith is running about 15 minutes behind. Thank you for your patience."

4. Make Access Easy

Return calls promptly and help patients schedule appointments and referrals.

Example: A same-day callback for a patient requesting an appointment.



5. Ask for Feedback

Patient feedback helps identify opportunities to improve. Many practices have QR codes at front desks that take patients to a brief survey to complete.

Example: Send a brief survey after a visit asking, "How did we do today?"

Patients may forget what was said during a visit, but they will remember how they were treated. Consistently providing friendly, respectful and helpful service can strengthen patient relationships and improve the overall patient experience.

Looking for additional tools, best practices and resources to improve the patient experience? Visit the Patient Experience Hub for educational materials, provider resources, member experience strategies and practical tips to help enhance customer service, improve access to care and strengthen patient-provider relationships.

Visit the Patient Experience Hub

to access the latest resources and support your patient experience improvement efforts.

