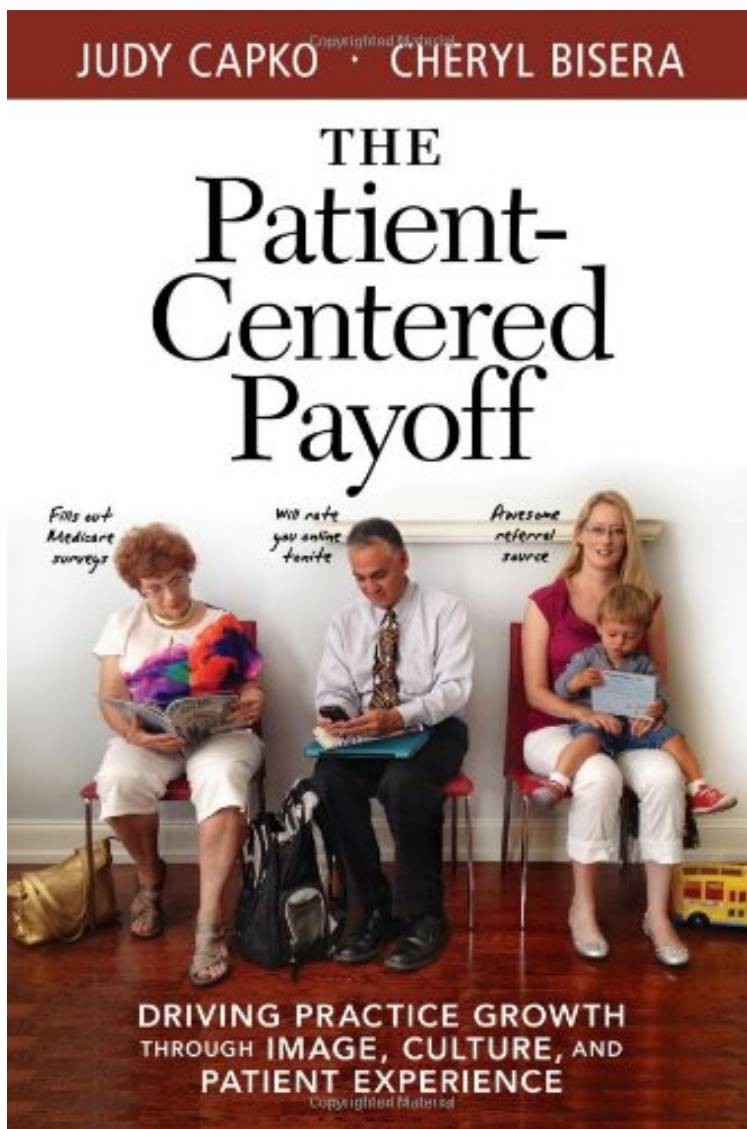


(Get free) The Patient-Centered Payoff: Driving Practice Growth Through Image, Culture, and Patient Experience

## The Patient-Centered Payoff: Driving Practice Growth Through Image, Culture, and Patient Experience

Judy Capko, Cheryl Bisera

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**Judy Capko, Cheryl Bisera : The Patient-Centered Payoff: Driving Practice Growth Through Image, Culture, and Patient Experience** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Patient-Centered Payoff: Driving Practice Growth Through Image, Culture, and Patient Experience:

For the first time medical practices and organizations are about to see their income either increase or decline based on regulations that directly measure patient care and satisfaction. CMS has now made the patient experience its business. The patient experience is critical to the future of healthcare and the cost of care. Practices that have paid little attention to this in the past can learn how to improve the patient visit through the environment, culture and the actions of physicians and staff. Learn the steps your practice can take to reap the many payoffs of achieving high patient-centered standards without having to make a big financial investment. In their book, Judy Capko and Cheryl Bisera describe how the patient-centered movement has changed the practice of medicine and offers insights into the opportunities this new environment provides to practices. What the book covers: \* How create an impressive image \* Identity: Knowing who you are and expressing it with conviction \* Defining your online presence and protecting your online reputation \* Developing a patient-centric office culture \* How to live and measure your adherence to your mission \* How to speak the language of patients \* Evaluating your patient's experience (a look in the mirror!) \* Making patients feel at home when they visit your facility Benefits: \*Discover how to succeed in the rapidly growing patient-centered care movement. \*Includes carefully chosen case studies that highlight successes in building a patient-centric medical practice. \* Learn how to deliver customer service that delights patients. \*Gain valuable insight into how practices should claim and take control of their online presence. \* Take advantage of a list of twenty one things you can do now without breaking the bank. \* Leverage tools to evaluate your existing office culture and transform it into one that creates an exceptional environment for patients and staff. Fortunately, there are many steps a practice can take to develop an attractive, engaging presence without making a big financial investment. In this book, doctors and medical practice administrators get a practical guide to creating a positive image which grows a loyal, referring patient base. It includes advice on how to measure performance and maintain accountability; how to define your practice image and express it with conviction; and how to manage your online and social media presence. It also offers a list of twenty-one steps practices can take right away without breaking the bank. This book provides all the tools healthcare providers need to begin reaping the many benefits to running a profitable patient-centered organization. By following these recommendations by Capko and Bisera, medical practices will improve their competitive position, gain financial incentives with payer reimbursement, and grow a loyal patient base. Table of Contents Introduction Chapter 1 Being Best Chapter 2 Unhappy Patients are Costly Chapter 3 From Identity Crisis to Brand Recognition Chapter 4 The 24x7 Patient Relationship Chapter 5 What s Wrong With This Picture? Chapter 6 Cultural Differences: When Hospitals Own Practices Chapter 7 Conflicts on the Patient-Centered Journey Chapter 8 Mirror, Mirror: An Honest Look Within Chapter 9 How Facility Design Impacts the Patient Experience Chapter 10 Voices from the Field Chapter 11 Twenty-One Things You Can Do Now (Without Breaking the Bank) Chapter 12 The Patient-Centered Practice Now and in the Future