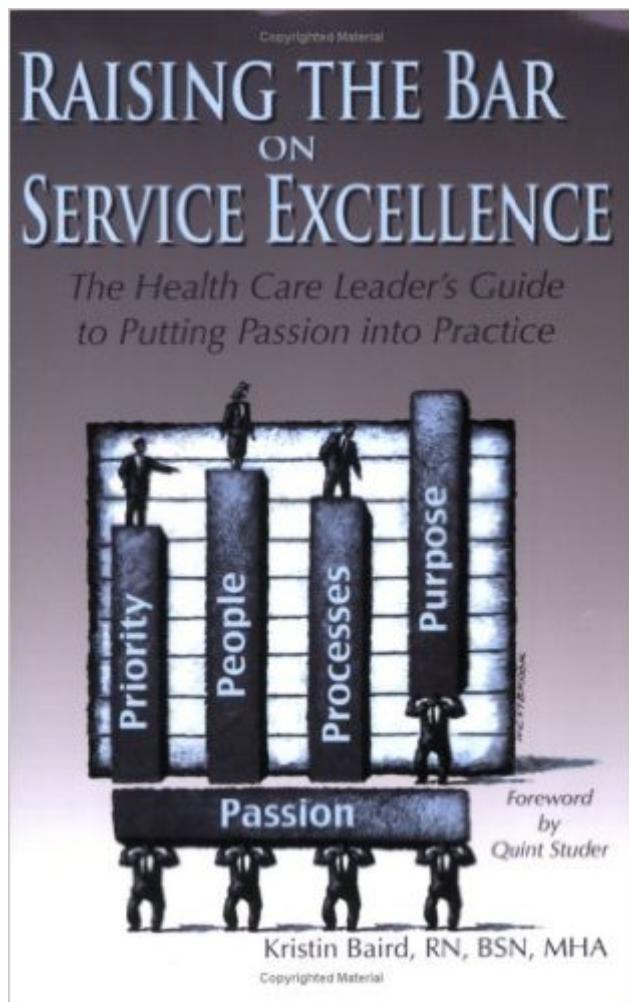


The book was found

Raising The Bar On Service Excellence: The Health Care Leader's Guide To Putting Passion Into Practice



Synopsis

A pragmatic approach to health care leadership designed to enhance organizational culture and improve customer service. Once again, author and consultant Kristin Baird (Customer Service in Health Care, a Grassroots Approach to Creating a Culture of Service Excellence, Jossey Bass, 2000) delivers a hard-hitting message for health care leaders to step up and lead for excellence. Leaders at all levels will benefit from the practical wisdom here. Through stories, interviews and action steps, Baird encourages leaders to continue raising the bar for the good of our patients, physicians and employees. Features a foreword written by Quint Studer.

Book Information

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Customer Reviews

Kristin Baird has done it again, and just as she professed, she has herself "Raised the Bar" with this new Leader's Guide for Service Excellence. Kristin's insight into the challenges now facing healthcare in this 4th generation of healthcare service improvement provides a model to capture the broad concepts, the strategies and tactics to capture the interests and actions of our healthcare teams, and the stories to capture our hearts. The Leader Reflections and Actions at the conclusion of each chapter aides in anchoring our thoughts and honing our practices for the future. This book has now taken the place of "most read, referenced, and revisited" in my library of resources.

"Kristin Baird is passionate about improving the patient experience. In her new book, Raising the Bar on Service Excellence, she outlines the path to success for healthcare leaders by offering real

life case studies and practical action steps. Healthcare professionals seeking answers would benefit from reading this book. Kudos to Kristin for her insight and willingness to share her expertise that she acquired over the past 30 years."- Brooke Billingsley Author, Speaker & Vice President Perception Strategies, Inc.

As someone who has worked with Kris for many years, her message remains consistent, focus on the customer. This book reflects her many years as a health care provider and consultant on this topic. This book is invaluable reading for the novice and the experienced "customer experience" professional. I would highly recommend this book and Kris to anyone who wants to have a deeper understanding of the customer dynamics in health care and how everyone contributes to those dynamics.

With quality reporting ever more public, healthcare needs a book like this to help us focus on what consumers view as quality: service excellence. Kristin Baird writes with a mix of personal stories and practical steps that keeps it interesting and easy - both to read and to apply. I actually recommend buying a couple of the books as you will want to circulate to leaders and staff throughout your organization.

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