Health First Connections
Purpose of Health First Connections

- Health First Connections is the Customer Service model at Health First

- Purpose of Health First Connections:
  
  - Health First Connections is about making connections with anyone who is our customer as well as with each other.
  - As Health First moves forward in the quest to be in the top decile of Health Care providers, we must never lose sight of what is most important, our customers.
  - Health First Connections provides structure for interactions that we have with our customers.
  - Our goal is to ensure that each customer has a positive experience each and every time they interact with an associate anywhere across the system. This model is also consistent with our ICARE values and it helps us keep our customers at the center of everything we do.
Model Roadmap

- Connecting with our customers
- First impressions
- Health First Connections – 1-2-3 Model
  1. Personalized Welcome
  2. Fulfill Needs
  3. Caring Farewell
Our Customers

- When we think of our customers we need to think about who they really are – our family, friends and neighbors

- In Brevard county Health First is the largest healthcare provider and the second largest employer. What are the odds that we will be providing services for neighbors, friends, family members and each other?

- Every family, friend or neighbor has a story as well. Think about the stories that we have each & every time we interact with people

- Now that we clarified who are customers are. Let’s talk about first impressions
First Impressions

- Impressions are made in the first 10 seconds
- Professional image that elicits trust
- 10-5 feet rule
  - Within 10 feet – smile or gesture
  - Within 5 feet – speak
Health First Connections
1-2-3 Model

1. Personalized Welcome
   We will greet customers with a personalized welcome

2. Fulfill Needs
   As we listen to their stories, we will determine how to meet their needs, and attempt to meet them

3. Caring Farewell
   We will complete the interaction in a caring manner.
Personalized Welcome

- Smile and make eye contact
- Use their preferred name
- Tell them your first name
- Ask them how you can help them
Fulfill Needs

- Solve the problem (meet their need)
- Escort people to their requested locations
- Connect customer to others who can help
- Explain what you are doing, how long it will take and what comes next
Listen to the Customer

What is Their Story?

Why did they come to Health First?
Caring Farewell

- Use the customer’s name, then add:
  - “Is there anything else I can do for you?”
  - “It was my pleasure to assist you.”
  - “Thank you for choosing Health First for your care.”
  - “Thank you for letting us serve you.”
Let’s Review

- Connecting with our customers
- First impressions
- Health First Connections – 1-2-3 Model
  1. Personalized Welcome
  2. Fulfill Needs
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