

A yellow spotlight beam shines from the top right onto the word "Service".

# spotlight on *Service*™



Improve  
your skills



Make a great  
first impression!



Make the  
service connection!



Be a telephone  
superstar!



LEADER GUIDE

SullivanLuallin  
HEALTHCARE CONSULTING

619-283-8988 • [www.sullivan-luallin.com](http://www.sullivan-luallin.com)



## Table of Contents

<b>Welcome to Spotlight on Service!</b>	<b>3</b>
<b>Section One: Getting Ready</b>	<b>4</b>
Four video segments	4
E-mail invitations	4
Reporting Matrix	5
Conference call	6
Formalize the Service Protocols	6
Introduce Spotlight on Service to your team	7
<b>Section Two: Keep the Spotlight on Service</b>	<b>8</b>
Post-video wrap-up meeting	8
Patient satisfaction survey	8
Mystery caller assessments	8
Post-visit phone interviews	9
<b>Section Three: Reward Your "Service Stars"</b>	<b>10</b>
Team rewards	
<b>Section Four: Coach Underperforming Employees</b>	<b>11</b>
Seven techniques for supervisors	
<b>Section Five: Put Your Providers in the Spotlight</b>	<b>13</b>
Customer Service from the Physician Perspective	
How physicians can support Spotlight on Service program	
Physicians as service superstars	
<b>Appendices</b>	
A. Customer Service Protocols	16
B. Introductory meeting - content outline	17
C. SullivanLuallin patient survey form	19
D. Mystery caller checklist	21
E. Post-visit interview checklist	22