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## Moving Service from Extra Ordinary to Extraordinary

With T.J. Schier & Donna Boss

  
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### Moving Service from Extra Ordinary to Extraordinary 4 Key Points

1. Defining extraordinary service
2. Assessing where your programs are/where are you today?
3. Defining the specific behaviors that need to change based on the assessment
4. Implementation & training

  
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## YOU!!!

How are you enhancing your customers' experience?

  
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### Brands (& Customer Service): Promise + Experience = Relationship


A promise to a group of specific consumers or well-defined audience, combined with the actual experience these individuals have with the brand (& customer service). There is a relationship.

  
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**Bayonne Medical Center  
Bob Lewandowski**

### Tool Kit for Service Recovery


- Bought at Staples
- Positioned at nurses' stations, emergency, cardio, etc.
- Staff is empowered
- Tracking form
- Gifts: Coffee mugs, \$10 gift certificates, tokens

  
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**Bayonne Medical Center  
Bob Lewandowski**

### Celebrating Staff Members

- Letters sent
- Group reviews letters
- Presentation: Helium balloons, weighted by huge Hershey bar, \$25 gift certificate; applause

  
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Robert Wood Johnson University Hospital  
Susan George, MS, RD


### Take-home Recipe Cards


#### Grilled Salmon with Dill Sauce

**Ingredients:**  
 4 ounces fresh salmon fillet, boned and skinned  
 2 cups fresh parsley  
 2 sliced lemons  
 2 sliced lemons  
 1/2 cup fat free sour cream  
 2 tsp dried dill  
 2 tsp lemon juice  
 1/4 cup minced green onion  
 Dash of cayenne pepper

Place salmon on grill and cook for 5 to 6 minutes on each side or until desired doneness. Mix together sour cream, 1/2 lemon juice and 1/2 cup green onions and cayenne pepper. Serve salmon topped with dill sauce. Garnish with sliced lemon and tops of parsley.

Nutrition Information: Calories: 282, Fat: 12gms, Protein: 22gms, Sodium: 100mg




  
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Robert Wood Johnson University Hospital  
Susan George, MS, RD

### Take-home Recipe Cards


- Clinical dietitians select & create quarterly
- For in-patients
- Reminder of wonderful food they enjoyed
- Want more recipes
- Give to their children

  
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Hunterdon Healthcare  
Angela O'Neill

### Seasonal Cycle Menus & Nutritional Analysis Wellness Initiatives

- Cycle Menus: March 2011
- Nutritional Analysis: Sept. 2011
- Asked to provide nutritional analysis of cafeteria menu items to support hospital's wellness initiatives
- Cycle menus way to go




**Huron Medical Center**  
Providing Healthy Food Choices

**Huron Healthcare**  
Angela O'Neill

**GNJSHFSA**

Seasonal Cycle Menus & Nutritional Analysis  
Wellness Initiatives

- Clinical nutrition manager and nutrition student volunteer analyzed recipes and input into menu cycles
- Submitted article to newsletter
- Also on webpage, informational nutrition sheet to assist those using the analysis




**St. Clare's Health System**  
Joanne McMillan

**GNJSHFSA**

Gourmet Meal & Afternoon Homemade Desserts

- 2 years ago, discontinued room service for maternity and pediatrics
- Adopted gourmet dinner program on last night




**St. Clare's Health System**  
Joanne McMillan

**GNJSHFSA**

Gourmet Meal & Afternoon Homemade Desserts

- And, tour the unit with tea and coffee service & fresh baked treats from bakery every afternoon
- HCAHP top box scores increased




**St. Clare's Health System**  
Joanne McMillan

**GNJSHFSA**

Nursing & Staff Involvement in New Menu

- For lobby café
- New menu tastings with physicians, staff & visitors




**St. Clare's Health System**  
Joanne McMillan

**GNJSHFSA**

Nursing & Staff Involvement in New Menu

- Rolled out paninis
- Savory autumn soups
- New homemade pastry items by Pastry Chef Erin Redden
- +++ feedback
- Follow-up: weekly sampling on nursing floors




**St. Clare's Health System**  
Joanne McMillan

**GNJSHFSA**

Rounding & AIDET Training

- To increase customer satisfaction scores
- Initiative: Personal Nutrition Assistant (PNA) round on patient floors during & after breakfast & lunch
- Service recovery on the spot!!




**Atlantic Health/Overlook Medical Center**  
Debra Ryan

**GNJSHFSA**

Expanded Adopt-a-Floor Program

- The premise: form management teams on specific patient floors to target temperature and quality of food, courtesy of the server, and receipt of diet explanation effectively and efficiently.
- Expanded to include: meal rounds completed by our trayline supervisors and traypassers, daily test trays completed by our production manager for each meal, and a secret shopper (clinical nutrition manager) on the units to monitor the diet office's courteousness as well as promptness in processing diet office changes and late tray requests.
- And, management team meets bimonthly with the nurse managers, coordinators and unit clerks on their specific floors to work collaboratively on ways to help each other increase Press Ganey scores.




**Atlantic Health/Overlook Medical Center**  
Debra Ryan

**GNJSHFSA**

Expanded Adopt-a-Floor Program

- The management team complete meal rounds bi-weekly on their specific floors. Meal rounds are also completed daily by a trayline supervisors along with the traypassers after each meal is served.
- The main goal of the management team's meal rounds, test trays, secret shopper initiatives, and nursing floor meetings is to look at the patient comments globally.
- We then formulate plans of action on how we can continue to bolster the positive patient feedback and also look at what systems are in place that are in need of modification or stricter enforcement to alleviate the negative feedback.



**Atlantic Health/Overlook Medical Center**  
Debra Ryan

**GNJSHFSA**

Expanded Adopt-a-Floor Program

- The Supervisor's main objective is to perform service recovery and make sure the patients are content with our services on a meal by meal basis. They monitor the process from the point at which the diet office was placed up until its delivery.
- Lastly, the traypassers' main goal for their meal rounds is to make sure that the patient is satisfied upon receipt of their tray. Once the traypasser completes the delivery of the all the trays on a specific unit, they go back to each patient to make sure that they do not need anything else for their meal. In the event that they do, they call down to the diet office via their department cell phones to request that whatever is missing to be brought up to the patient in a timely fashion, and/or bring the item back to the patient themselves, if time allows.

Robert Wood Johnson University Hospital  
Tony Almeida

**Dining Dollars \$\$\$**

Robert Wood Johnson University Hospital  
Tony Almeida

**Dining Dollars \$\$\$**

- Employee Engagement program
- Any director can go to the main hospital cashier and get Dining Dollars and charge it to their cost center & give to employees who go above and beyond.
  - This has taken off!!
  - Seeing approximately \$400 a week in Dining Dollars being used.

Robert Wood Johnson University Hospital  
Tony Almeida

**Security & Safety Recognition Week**

- Director of Safety and Security Vital Cineus served customers during lunch in the dining room

**SECURITY & SAFETY OFFICERS**  
Securing A Safe Healthcare Environment  
**HEALTHCARE SECURITY & SAFETY WEEK**

Robert Wood Johnson University Hospital  
Tony Almeida

**Security & Safety Recognition Week**

- Saying thank you!

Robert Wood Johnson University Hospital  
Jill Hanscom, MPA, RD

**Gluten-Free Menu**

- Part of room service dining
- For patients with Celiac disease
- Patients grateful for full menu

The Valley Hospital  
Dawn Cassio, RD

**Increased Press Ganey Courtesy of Server Mean Score by 2.4 points in 3 years**

- Scripting Staff
- AIDET Audit Tool

The Valley Hospital  
Dawn Cassio, RD

**Increased Press Ganey Courtesy of Server Mean Score**

- Courtesy of Server score as well as the individual Courtesy of Server score on each employee's evaluation.
  - Set goals. An employee must be mentioned by name at least 12 times/year on the survey to receive an "Achieves Expectations" on annual review.
    - Daily huddle.
  - Revise goals & set target scores higher.

Barnabas Health, Behavioral Health Center  
Tonya Pizzuto

**Improve Morale of Night Shift Employees**

- Annual Fall Harvest free meal & a Holiday Celebration free meal to all employees.
  - A special cold menu: sandwiches, salads, desserts & fun beverages
    - Menus like patient menus.
  - Package in picnic-style box tied with a ribbon. Include special cutlery & dark chocolate.
  - Meals delivered at 11.

**Fall Harvest Menu**

**Breakfast:**  
Mediterranean Cold Breakfast  
Milk  
Fruit  
Yogurt  
Cinnamon Raisin Bread  
Cinnamon Raisin Bread  
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