



CUSTOMER ENCHANTMENT

In today's marketplace, the needs of the customer are of utmost importance. This couldn't be truer for hospitals and healthcare centers. Whether it is through the implementation of patient experience initiatives or the execution of referring physician strategies, healthcare organizations are recognizing the need to strategically manage the experience they provide their various customers.

When you provide exceptional experiences, increased advocacy and revenues are your reward. Gaining a holistic and intimate understanding of the experiences of your patients, their families and their referring physicians is at the heart of the relationship required to engage them.

We have surveyed several thousand referring physicians and patients about their healthcare experiences and have worked with many of the most respected medical centers in the country.

Our Proven Approach

- Provides an in-depth assessment of patient or physician experiences and needs
- Recognizes the unique relationships between referring physicians, faculty, staff, patients, families, business leaders, and donors
- Uncovers attitudes and expectations to develop a common understanding of the current situation and form consensus around which opportunities to pursue
- Demonstrates how marketing activities impact customer experience
- Allows marketing teams to provide unique value internally while demonstrating returns on investment
- Allows for continuous real-time monitoring of the patient or physician experience enabling immediate service recovery

Experience Management Tools

- Experience Mapping
- Touchpoint Analysis
- Persona Development
- Decision Factors
- Call Center Review
- Experience Monitoring Dashboards
- Cultural Transformation
- Team Building
- Transformation Management

Gelb
An Endeavor Management Company