



WINDSOR
REGIONAL
HOSPITAL

OUR FAMILY... CARING FOR YOUR FAMILY

Tribune



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OUR VISION: Outstanding care—no Exceptions!

To err is human...to forgive divine. Alexander Pope

SPECIAL EDITION

Service Recovery at Windsor Regional Hospital

The 'Improving the Patient Experience Committee' is pleased to provide departments with Service Recovery kits to aid your department in helping us to provide **Outstanding Care – No Exceptions!**

What is Service Recovery?

Service Recovery is the process of making things right after something has gone wrong with the healthcare experience. It is doing all that we can in a sincere way that satisfies the patient and their loved one – when service has failed. We practice Service Recovery because it is a good, fundamental business practice that can turn a negative situation into a positive statement about our organization. In addition, it helps curb bad public relations: dissatisfied customers have a tendency to tell others about their negative experience.

What is the Value of Service Recovery?

- It is a good, fundamental business practice that turns a negative situation into a positive statement about the organization.
- It empowers departments to take quick and decisive action when something has gone wrong.
- It turns potentially disastrous Moments of Truth into positive experiences. (A Moment of Truth is any instance when a customer comes into contact with the organization and an impression is formed.)
- It creates a learning culture, wherein identifying/resolving complaints are a positive strategy and a springboard for performance improvement.
- It can be used to identify and correct problems before a customer encounters them and to upgrade service before a patient is discharged.
- It is a vital communication tool for listening and learning, then changing course.
- It curbs bad public relations: dissatisfied patients have a tendency to tell others about their bad experience.

When to do Service Recovery?

Some situations that require Service Recovery include: scheduled procedures or appointments that don't begin within a reasonable time or are cancelled; meals that are delivered cold, late, or with the wrong menu items; test results that are late or have errors; medications that are not delivered or administered on time; patient belongings that are lost or misplaced; rooms that fail to meet cleanliness standards and ANY situation that embarrasses, inconveniences, angers, or disappoints a patient.

For more information talk to your Manager about Service Recovery in your department.

The WRH Tribune is a publication of the Public Affairs Department of Windsor Regional Hospital.
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OUR MISSION: We provide outstanding care with compassion.