Service Recovery in Health Care

Why it Matters

StratisHealth

This project is supported by the Health Resources and Service Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number U5ERH39345 as part of a financial assistance award totaling $800,000 (96% financed with nongovernmental sources). The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA/HHS, or the U.S. Government.

Health Care Value Equation

Value = Quality + Experience

Cost
Goal: Provide Excellent Care

Whole-Person Wellness

Physical

Spiritual

Mental

Emotional

Wellness
Service Recovery is…

The process used to ‘recover’ dissatisfied patients by identifying and fixing the problem or making amends for the failure in customer or clinical services. - AHRQ

Sources of Service Failure

- Unanticipated outcomes of the visit
- Waiting longer than expected or communicated
- Feeling ignored or forgotten
- Staff members who seem untrained
- Lack of privacy
- Staff members who seem disrespectful or rude
- Noisy or unkempt environment
- Cramped or non-family friendly environment
- Confusing or lack of facility signage
- Confusing or duplicative processes and paperwork
Degrees of Service Failure

- **F - Service Failure**
  - When a person perceives their expectations are not met
- **F² - Second Degree Failure**
  - When there is no acknowledgement or apology
- **F³ - Third Degree Failure**
  - When there is no corrective action taken

Service Recovery Matters

OR

Images by cottonbro from Pexels
“Although we cannot control the direction of the winds, we can adjust our sails”

Summary

- Service recovery matters in the health care setting
- Service recovery is the responsibility of all staff
- Service recovery needs to be practiced and embedded in everyday practice
Resources and References

- Health Stream https://www.healthstream.com/resources/blog/2016/01/11/what-is-service-recovery-in-healthcare
- SCP Health https://www scp-health.com/healthcare-executives/blog/the-importance-of-onsite-service-recovery

Developed by Stratis Health, in partnership with the National Rural Health Resource Center

Stratis Health is an independent, nonprofit organization founded in 1971 and based in Minnesota. Its mission is to lead collaboration and innovation in health care quality and safety and serve as a trusted expert in facilitating improvement for people and communities.