Service Recovery in Health Care

Eight Steps to Service Recovery





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 USERH39345 as part of a financial assistance award totaling \$800,000 (0% financed with nongovernmental sources). The contents are those of the author(s) and to not necessarily represent the official views of, nor an endorsement, by HRSA/HHS, or the U.S. Government.

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Service Recovery

"A measure of a well-managed organization is whether they work hard to plan for, prevent, identify, and correct any and all service failures."





Axioms of Service Recovery

- Axiom 1: All customers have basic expectations.
- Axiom 2: Successful recovery is psychological as well as physical.
- Axiom 3: Work in a spirit of partnership.
- Axiom 4: Customers react more strongly to "fairness mistakes" than "honest mistakes".



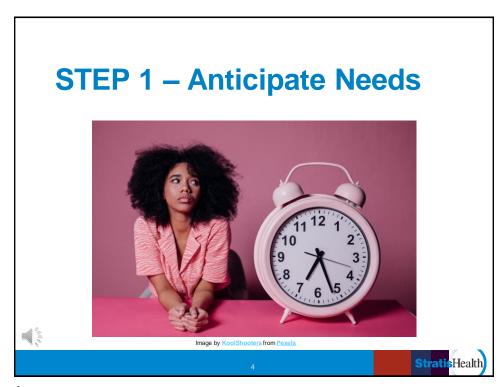
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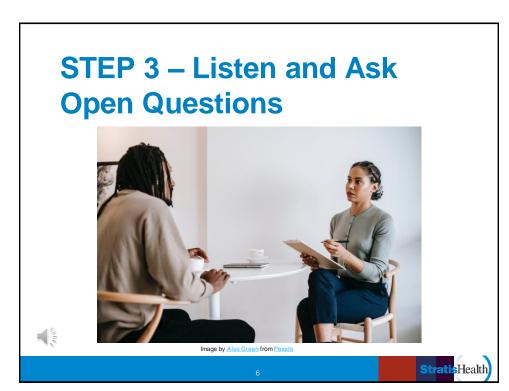
Eight Steps to Service Recovery

- 1. Anticipate needs
- 2. Acknowledge and apologize
- 3. Listen and ask open questions
- 4. Take ownership and fix the problem quickly and fairly
- Offer atonement
- 6. Thank them and follow up
- 7. Remember your promises
- 8. Document to foster change

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STEP 5 - Offer Atonement

Atonement (noun)

atone·ment | \ ə- ˈtōn-mənt \

Definition of atonement

The act of making amends or giving satisfaction for an offense or injury.



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STEP 6 – Thank Them and Follow Up

THANK YOU

FOR BEING
THE MOST AWESOME
CUSTOMER!

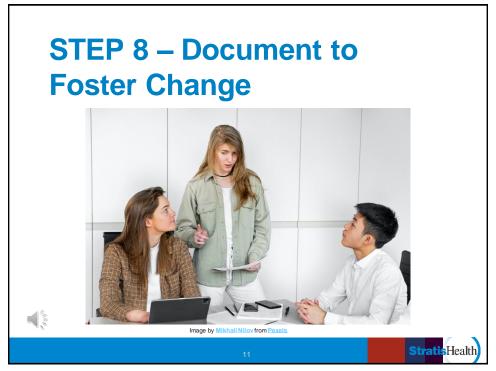


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Things we NEVER Say:

- "I can't help you with this"
- "This isn't my problem"
- "It's against our policy"

Instead try: "Let me look into this and see what I can do."



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Summary

- Service recovery is the responsibility of all staff.
- There are step-by-step approaches to recognize, and address problems in real time.
- Service recovery needs to be practiced and embedded in everyday practice.



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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.