



Managing Patient Expectations: The Art of Finding and Keeping Loyal Patients
Susan Keane Baker

Susan Keane Baker has it right. She did not write a book called Managing Patient Satisfaction. She realized, when you have reached the satisfaction point...it is too late to manage. At that point you are left with trying to figure out what went wrong. Baker believes you can leap ahead of the "mop up game" by learning about your patients, what they expect and need before something goes wrong. If you want to be assured of great relationships with your patients you must anticipate and manage their expectations. Baker gives us the tools to do just that. Her book will help you establish a foundation for first class success strategies.

If you are new in your career as a Customer Service Professional, this guide will help you to establish the foundation for an excellent program. You will find everything you need for understanding the most basic customer/patient need to the more complex innuendo and nuance-based message. Baker will also help you lead your organization in developing the belief that "Managing Expectations" is not only possible but time- freeing. Now isn't that an interesting concept in this stressed out, time deficient work world?

Why should the experienced Customer Service Professional own this book? You can find your way to the assistance you need, right now! Managing Patient Expectations contains validation, affirmation and congratulations coupled with Best Practices and "Try it, you might like it, ideas"! You do not need to dredge your way through massive configurations of philosophical thought to get to exactly what you need. You do not need to spend hours trying to glean just the right points to make in your next presentation to hospital staff. Baker has constructed and configured a great book, a book that has something for everyone, and a book that has what you need when you need it.

Placing your professional energy of the front end of a complaint, Baker concludes, creates happy, satisfied and you guessed it loyal customers. Yes, complaint handling is important. Yes, a consistent recovery process is important. Yes, survey results are important. However, as Baker so accurately put it " It's not what you know, but what you do with what you know that counts". *Managing Patient Expectations: The Art of Finding and Keeping Loyal Patients* is a guide worthy of your purchase. Prepare to wear it out. Prepare to want it at your right hand, not just on your shelf. Prepare to be a better-informed and more successful professional.