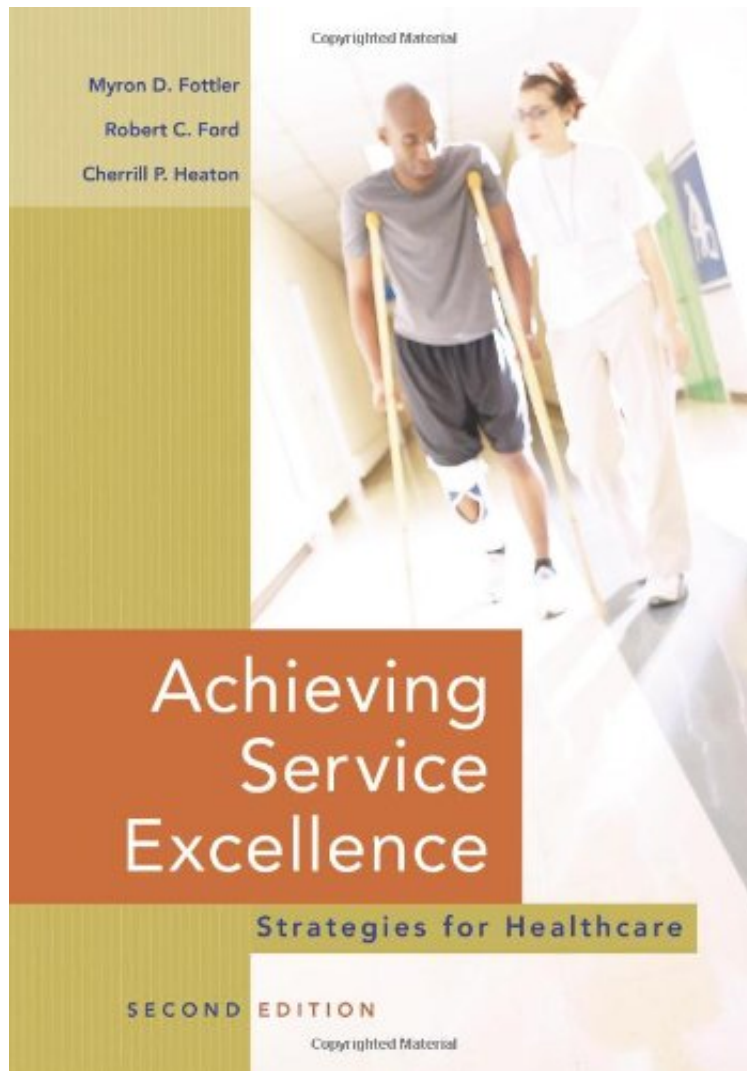


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Information about customer service hits and misses is now more accessible to healthcare consumers. Outstanding

healthcare organizations set the bar at a high level for both clinical and service excellence. Customers who are armed with information and aware of their options are choosing providers they believe are ready, willing, and able to provide the superior experience they expect. This book offers a blueprint for successfully competing in today's competitive healthcare marketplace. It presents the theories, methods, and techniques behind delivering an excellent healthcare experience through strategy, staffing, and systems. Each chapter explores a service principle and provides numerous real-world examples and current research findings. Among the many topics discussed are creating a patient-centered environment; building a culture in which customers are treated like guests; training, motivating, and empowering staff; measuring service quality; managing service waits; and recovering from a service failure.

About the Author Myron D. Fottler, PhD, is professor and executive director of the Health Services Administration Program at the University of Central Florida, where he teaches courses in healthcare human resources management, service management and marketing, and dissertation research. He has written and published 14 books and more than 100 journal articles. Robert C. Ford, PhD, is a professor of management at the University of Central Florida. He has authored or coauthored over 100 articles, books and presentations. Cherrill P. Heaton, PhD, is a professor of organizational communications at the University of North Florida. In addition to teaching organizational and business communications in the MBA and M.Acc. programs, he has taught over 100 short courses for business and industry in these areas. He is the editor of *Management by Objectives in Higher Education*; coauthor of *Essentials of Modern Investments*; and coauthor of several articles and three books-*Principles of Management: A Decision Making Approach*, *Organization Theory: An Integrative Approach*, and *Managing the Guest Experience in Hospitality*. He is managing editor of *The Academy of Management Executive*.