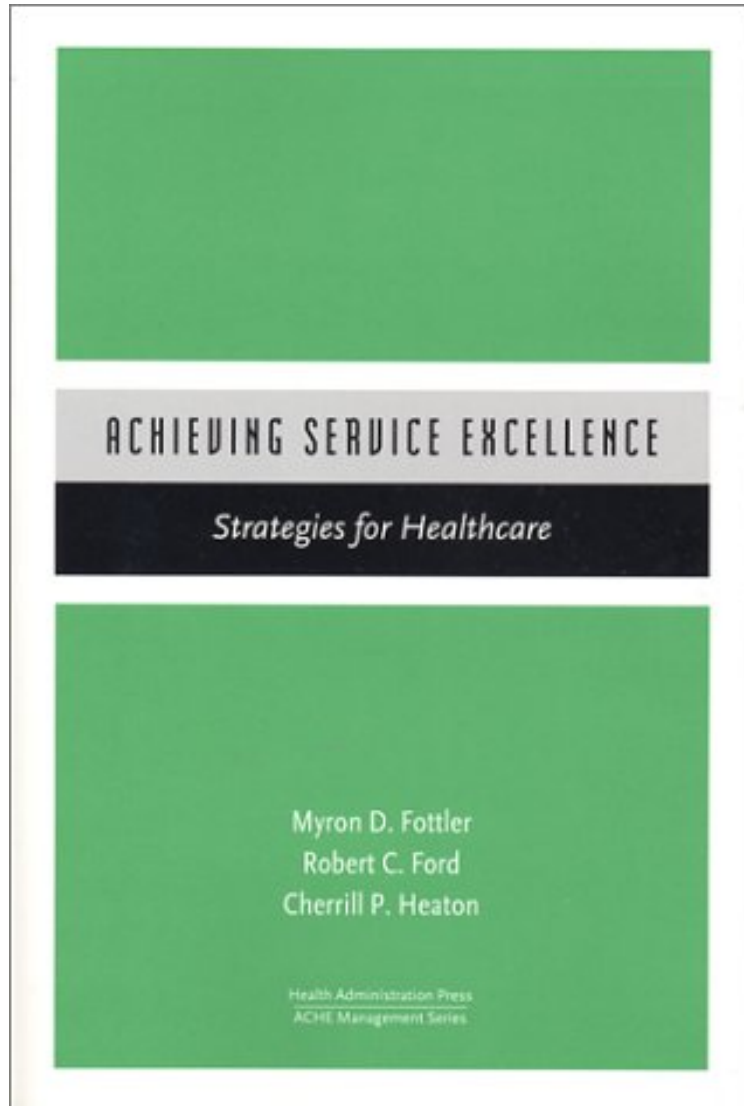


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Achieving Service Excellence: Strategies for Healthcare

Myron D. Fottler, Robert C. Ford, Cherrill P. Heaton
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On any particular day, a patient can deem your organization and its services a disappointment. One unfortunate incident can cost you the goodwill of that patient and anyone that patient knows. Keep your customers from defecting

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About the Author Myron D. Fottler, Ph.D., is director of Programs in Health Services Administration in the College of Health and Public Affairs at the University of Central Florida in Orlando where he teaches courses in healthcare human resources management, strategic management, and dissertation research. He was previously professor and director of the Ph.D. Program in Administration-Health Services with a joint appointment in both the School of Health Related Professions and the School of Business at the University of Alabama at Birmingham. He completed his MBA at Boston University and his Ph.D. in business at Columbia University. He has won awards from the American College of Healthcare Executives, American Association of Medical Administrators, and the Healthcare Management Division of the Academy of Management for his research. Robert C. Ford, Ph.D., is currently the associate dean for Graduate and External Programs and professor of management at the University of Central Florida's (UCF) College of Business Administration. He joined UCF in 1993 as chair of the Department of Hospitality Management after serving on the faculty of the University of North Florida and the University of Alabama at Birmingham. He has authored or coauthored over 100 articles, books, and presentations on organizational issues, human resources management, and services management especially as it relates to healthcare and hospitality applications. He won the 2001 Sodexo Marriott Health Care Division Faculty Publication of the Year for a coauthored article with Myron Fottler. Cherrill P. Heaton, Ph.D., 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*.