

Customer Service - the Differentiating Link to Provider Choice

by Meg Schupp

Corporate Health Group's 1st Quarter newsletter featured the customer services components of Communication, 24-Hour Access and a Single Point of Contact. These components offer an excellent start, but more can be done to strengthen employer relationships.

National surveys continue to validate customer service as the number one priority. Look internally and see how your program stacks up in these critical customer service areas.

Accurate Drug Screen Collection

Mandated and drug-free companies require post-injury screening to remain compliant. After hours and weekends create havoc for employers since Emergency Departments often overlook or have accuracy issues with forensic testing. A Company Profile book will identify clients that require drug testing.

Accuracy is improved by using colored transparency overlays for the chain-of-custody form with cutouts for those areas requiring signatures. Drug screen collections are so critical to employers that providers have lost a client due to the Emergency Department's inability to provide 24-hour collection.

Call When a Mistake is Made

The client will be focused on the fact that you're on top of the situation rather than the error made. Proactive communication demonstrates your customer-focused approach.

Onsite Services

Facilitate employer's needs by going onsite. Onsite physicals, drug screens and flu shots prevent off-the-job time and allows a provider to capture volume business. Post-injury onsite rehabilitation services not only save employee down time but have improved health resolution outcomes for the employee.

Cost Containment Services

Partner with employers to control costs through prevention, education and risk management. Cost containment services include ergonomic assessments, onsite rehabilitation post injury and injury prevention programs. Worksite nurse programs, physician consults, claims review and other partnering programs are valued by employers.

Employers view healthcare as any other commodity. They consider value and cost when picking a provider. A sale is made in good faith. Excellent customer service is earned one client at a time. It's everyone's role every day. ■■■

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