

SADDLE UP
FOR THE ARMGMA
HEALTHCARE



RODEO

APRIL 20-21, 2022

HEIFER
INTERNATIONAL

LITTLE ROCK,
ARKANSAS



**2022 ARMGMA
SPRING CONFERENCE**



From Miserable Moments to Courageous Conversations



Miserable Moments

- Angry patients
- Staff you manage
- Coworker interactions
- Awkward conversations
- CEO situations
- Board of Directors
- Personality issues



90 Minute Objective

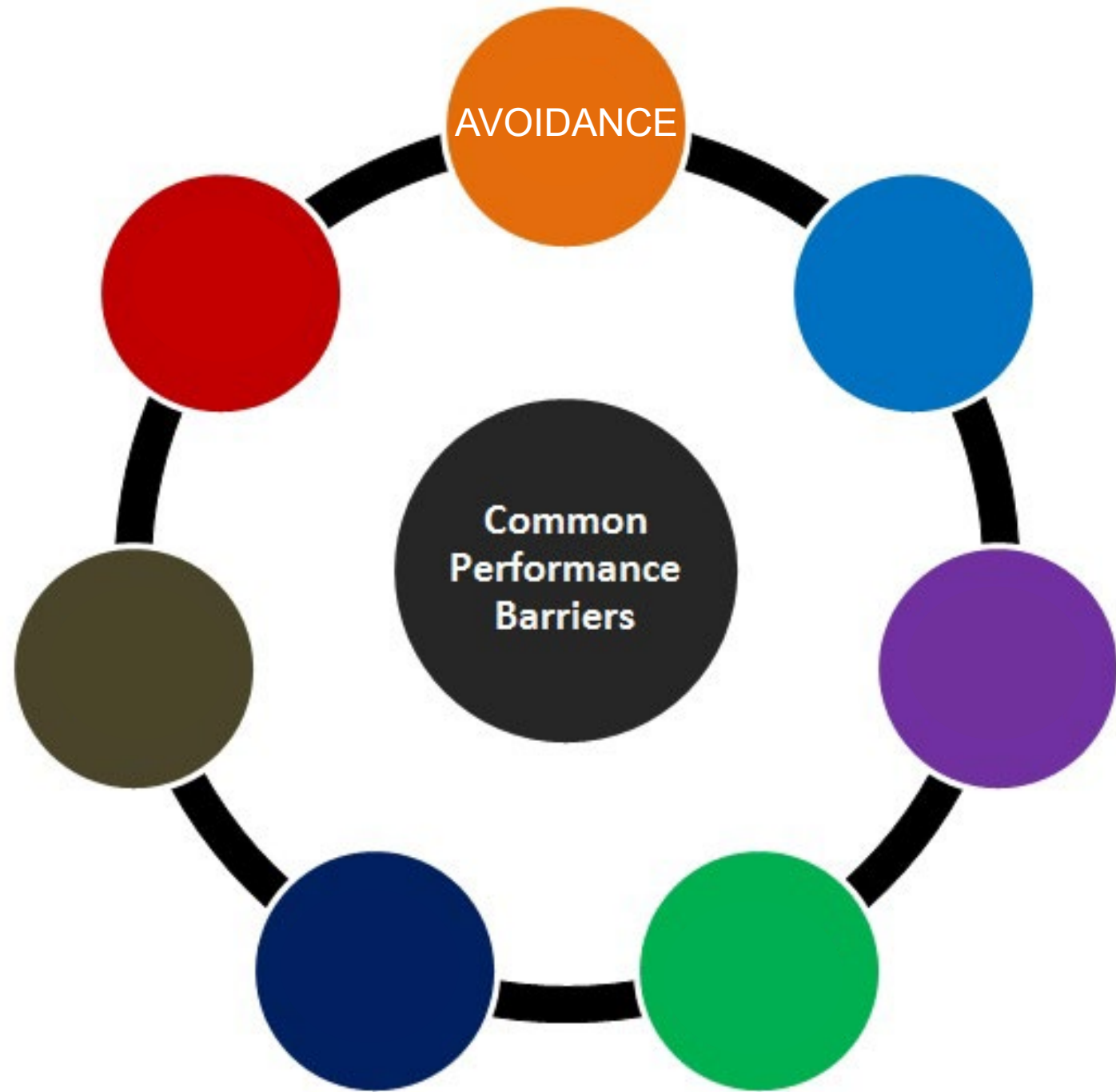
Fine-tuning your ability to have a critical conversation that allows us to identify a problem and improve performance or the get the results you seek.



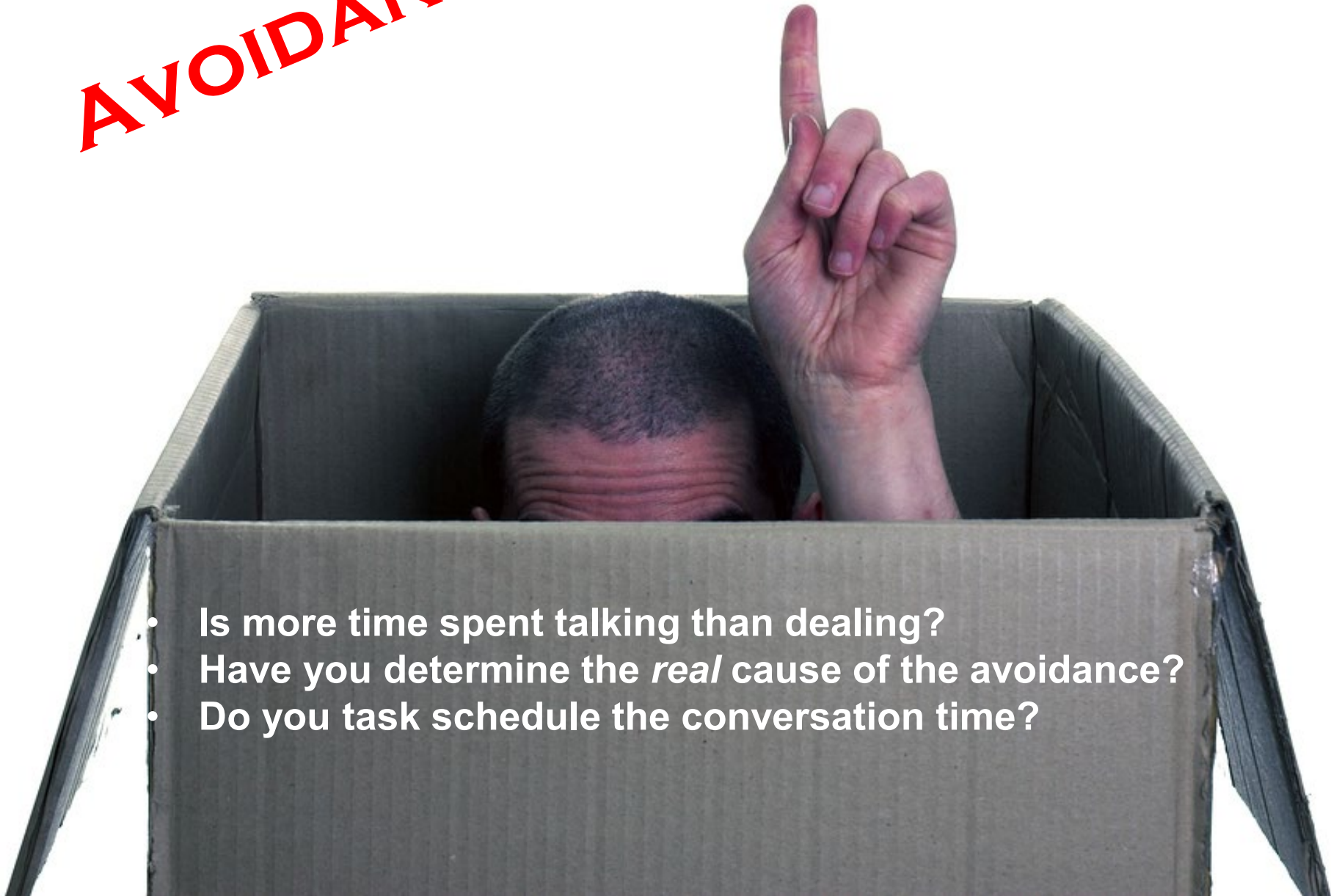
Crucial conversations are part
of a healthy organization

Choosing not to confront issues,

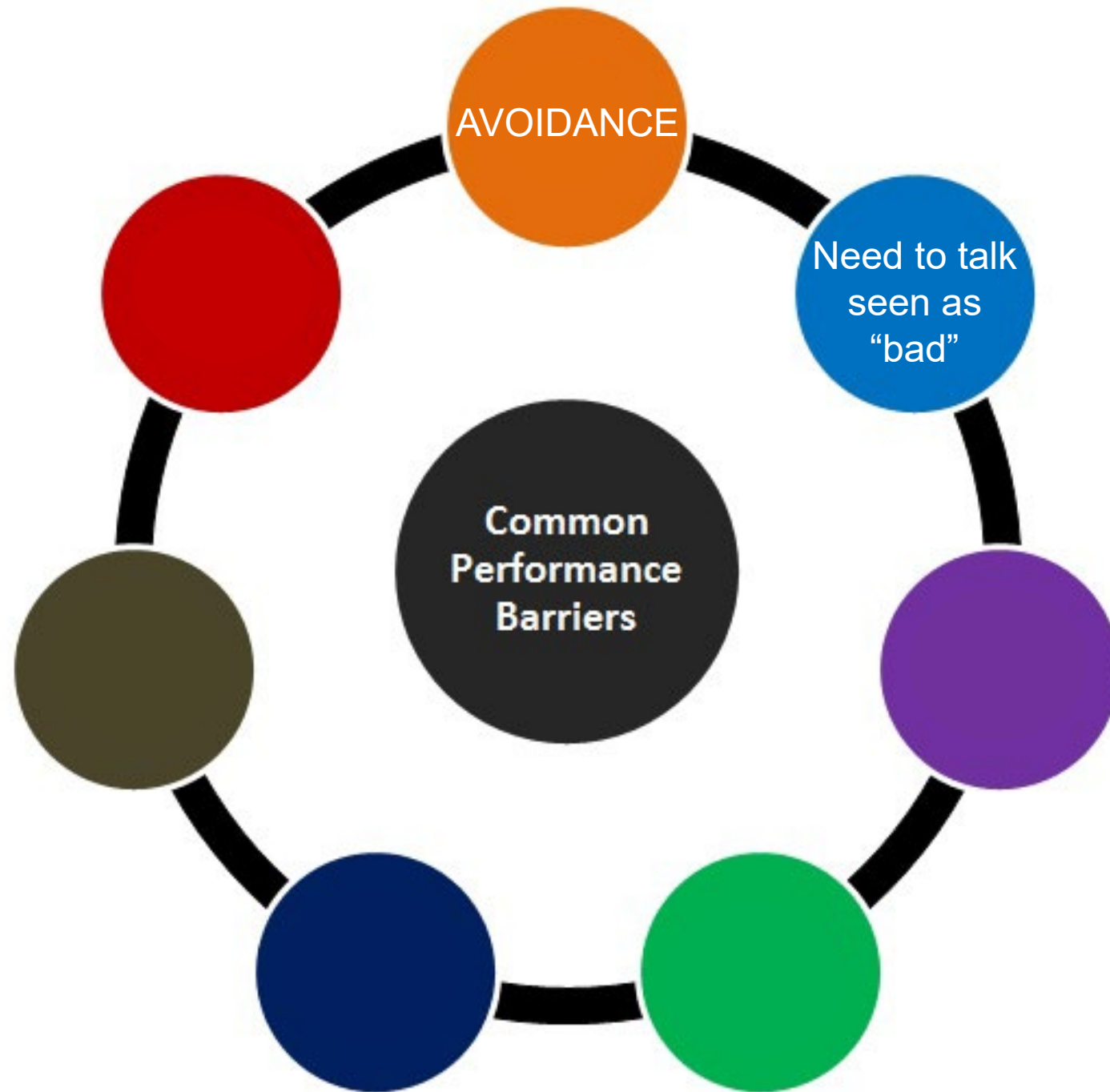
**IS NOT AN
OPTION!**



AVOIDANCE

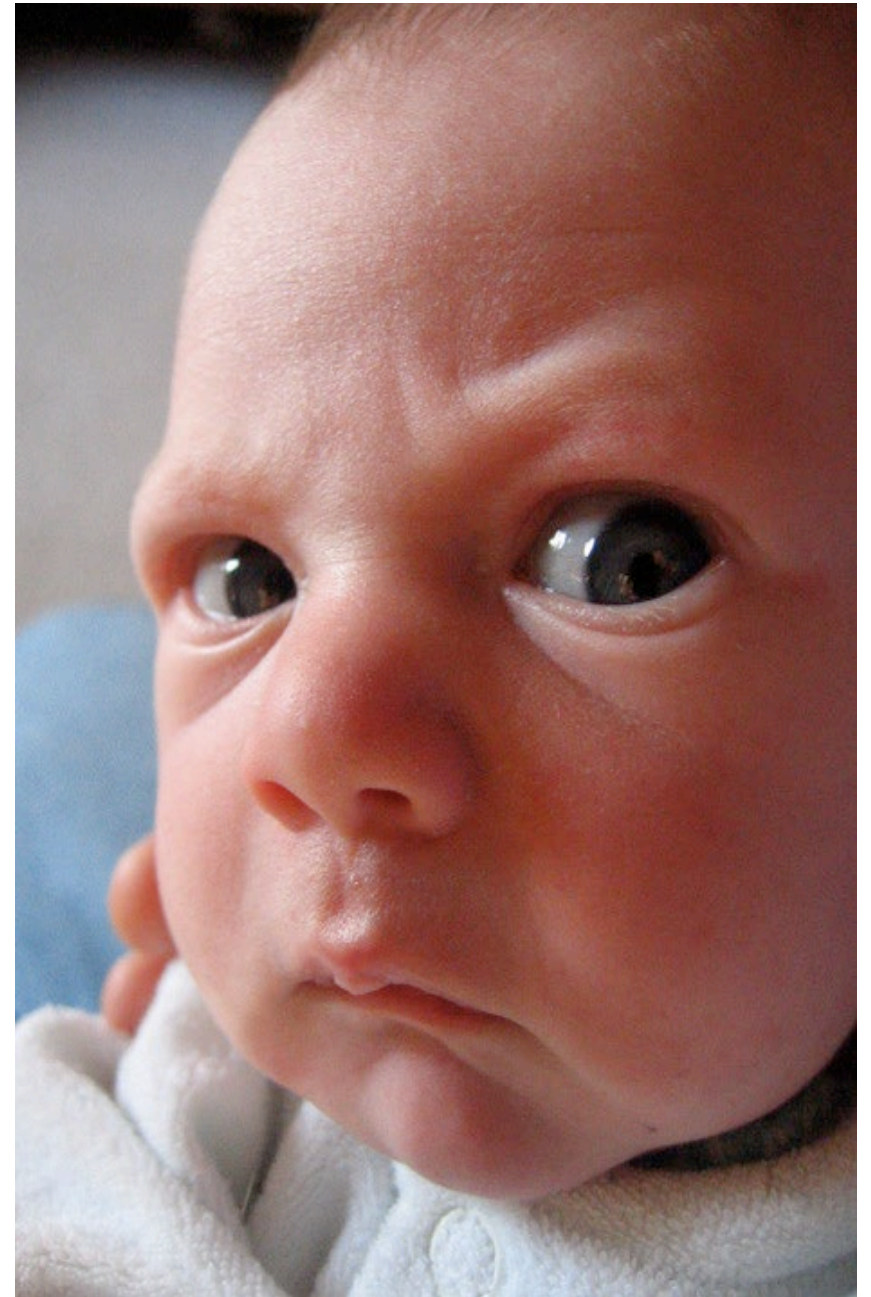


- Is more time spent talking than dealing?
- Have you determine the *real* cause of the avoidance?
- Do you task schedule the conversation time?



THE NEED TO TALK IS SEEN AS BAD....

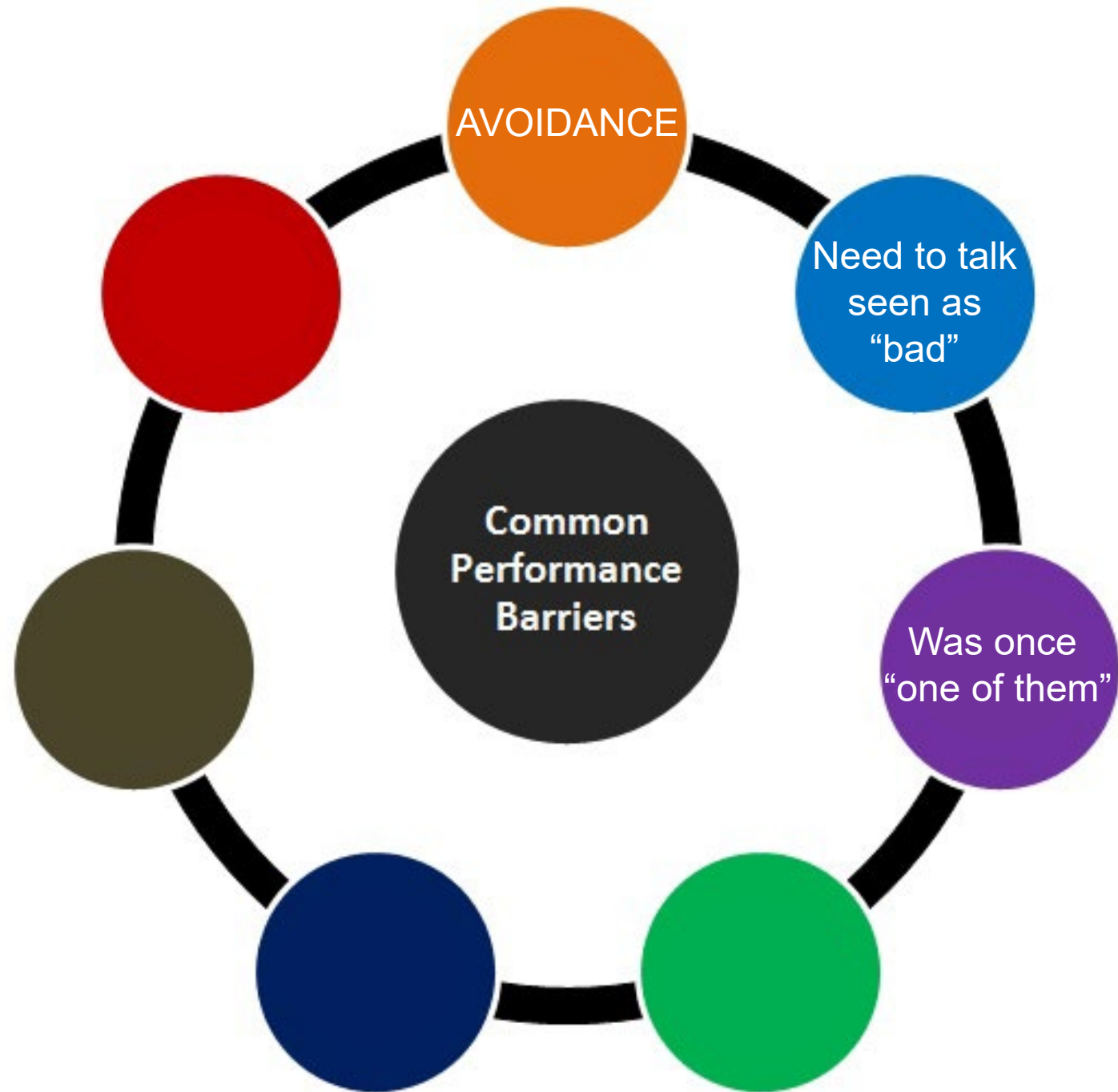
- What is the confidentiality level post-talk?
- Is every conversation discipline based?
- Use the praise formula



Praise Formula

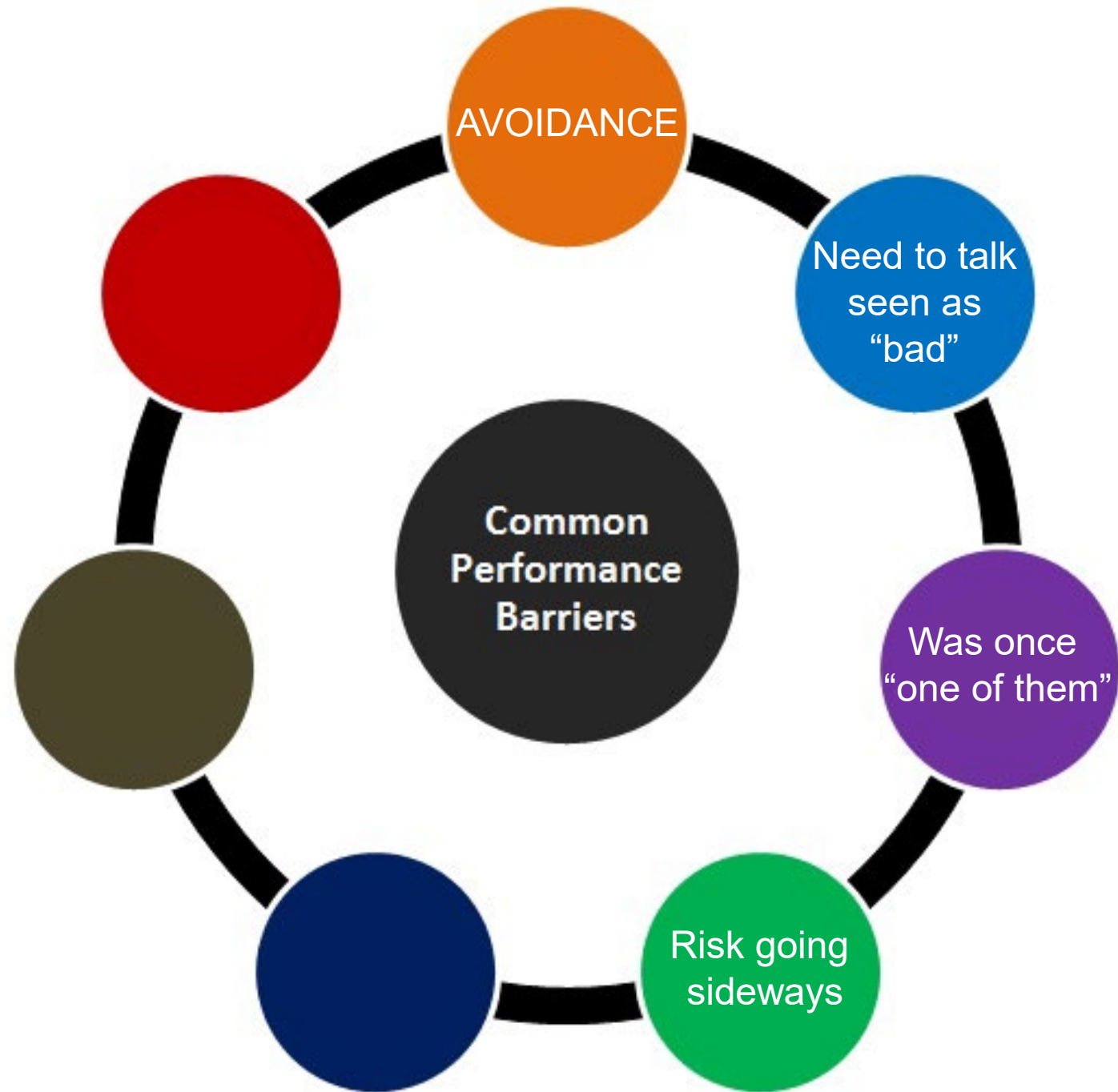
- Like Frosting on Cake
 - Just thick enough
 - Evenly spread
 - Not so much it makes you sick
- Praise formula
 - Name
 - Praiseworthy action
 - Why it matters





WAS ONCE “ONE OF THEM”

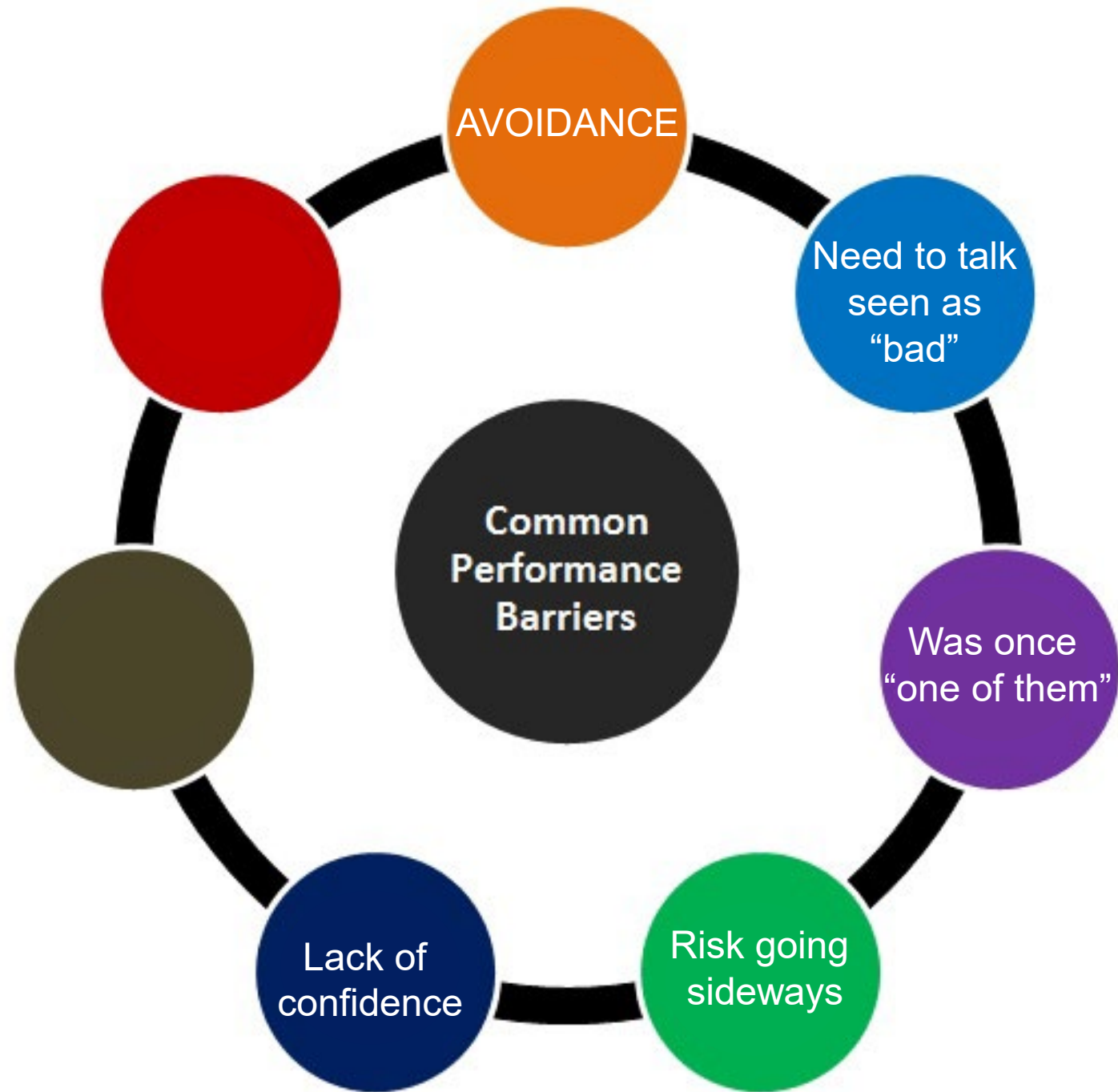






Risk of things going “sideways”

- Level of empathy and sincere concern for the staff member
- Clear communication on desired result post-talk
- Your reputation as a fair and focused leader



Lack of Confidence

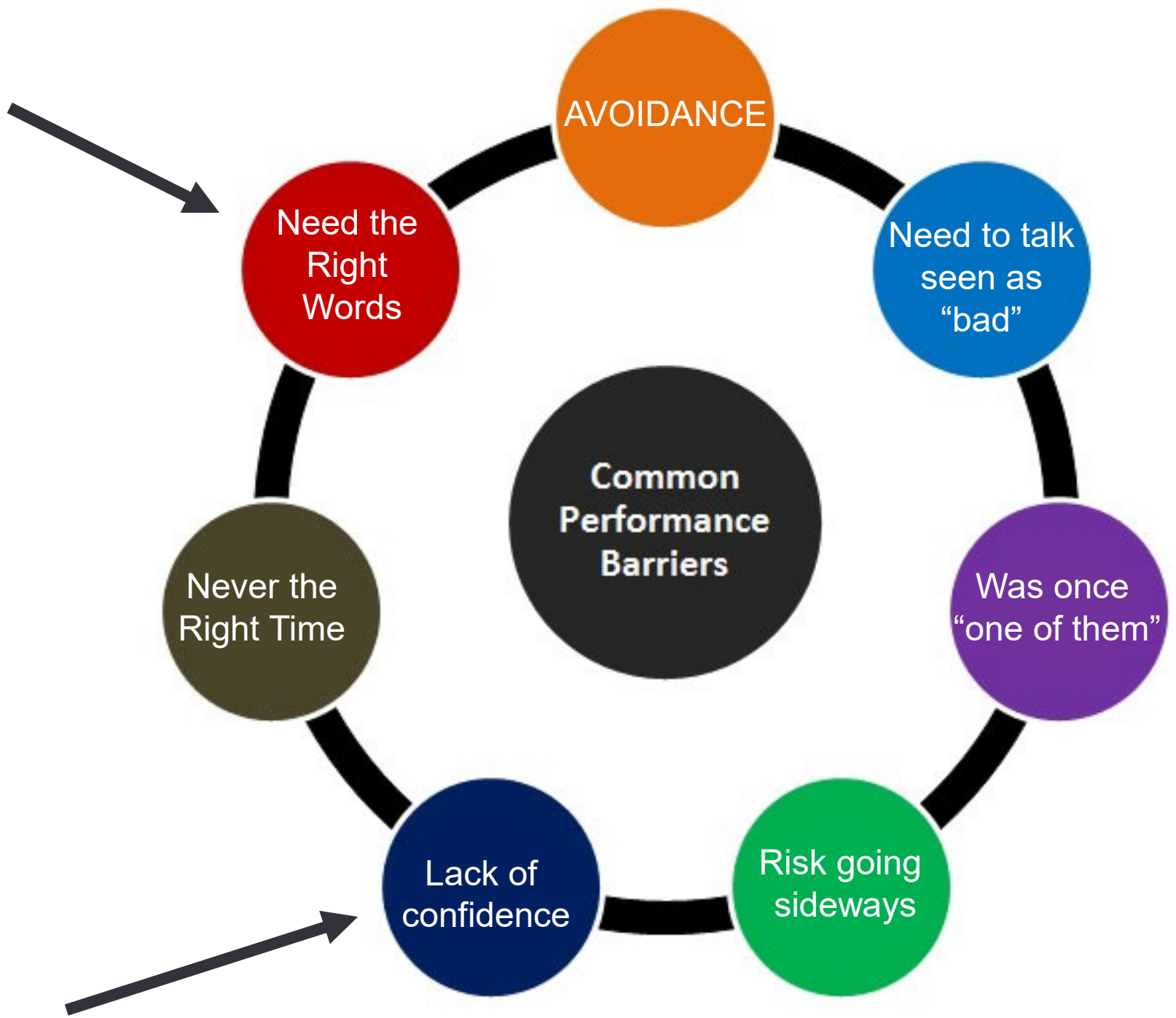




Never the right time

- Can't be only during annual reviews
- Can't be halfway management
- Can't be during the heat of anger





Need the Right Words

- Mold
- Practice
- Improve
- Repeat

But first...

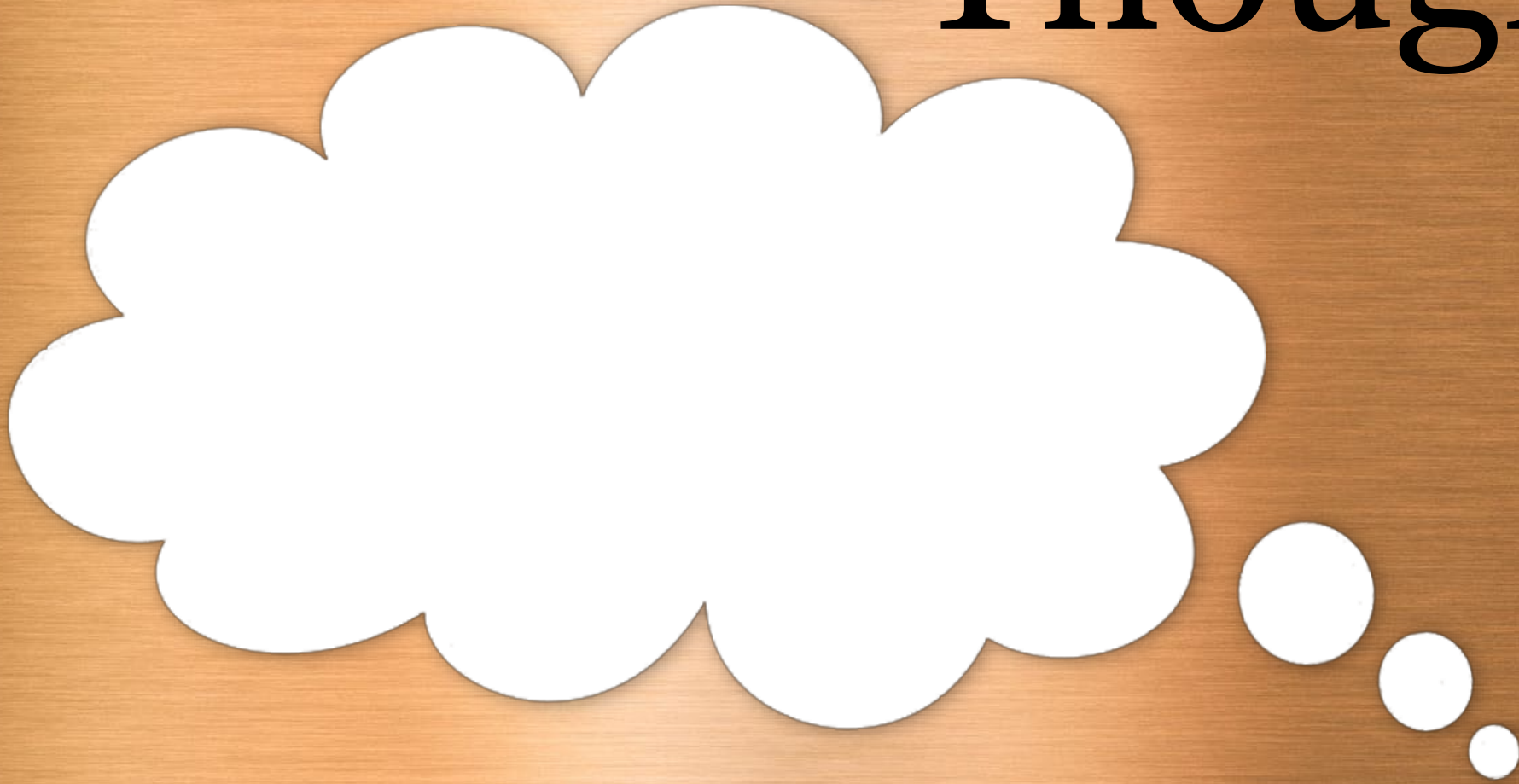




Thoughts + Presence + Words

Influential Communication

Thoughts



Presence



Silent Signals





Words. Tone . Pace

4 TABOO

Words & Phrases

~~Busy~~

Dr. Ross is currently with a patient, is there something I can help with?

~~Wait~~

If you would like to relax here,
we will call you back when your exam
room is available.

Actually,
~~No.~~

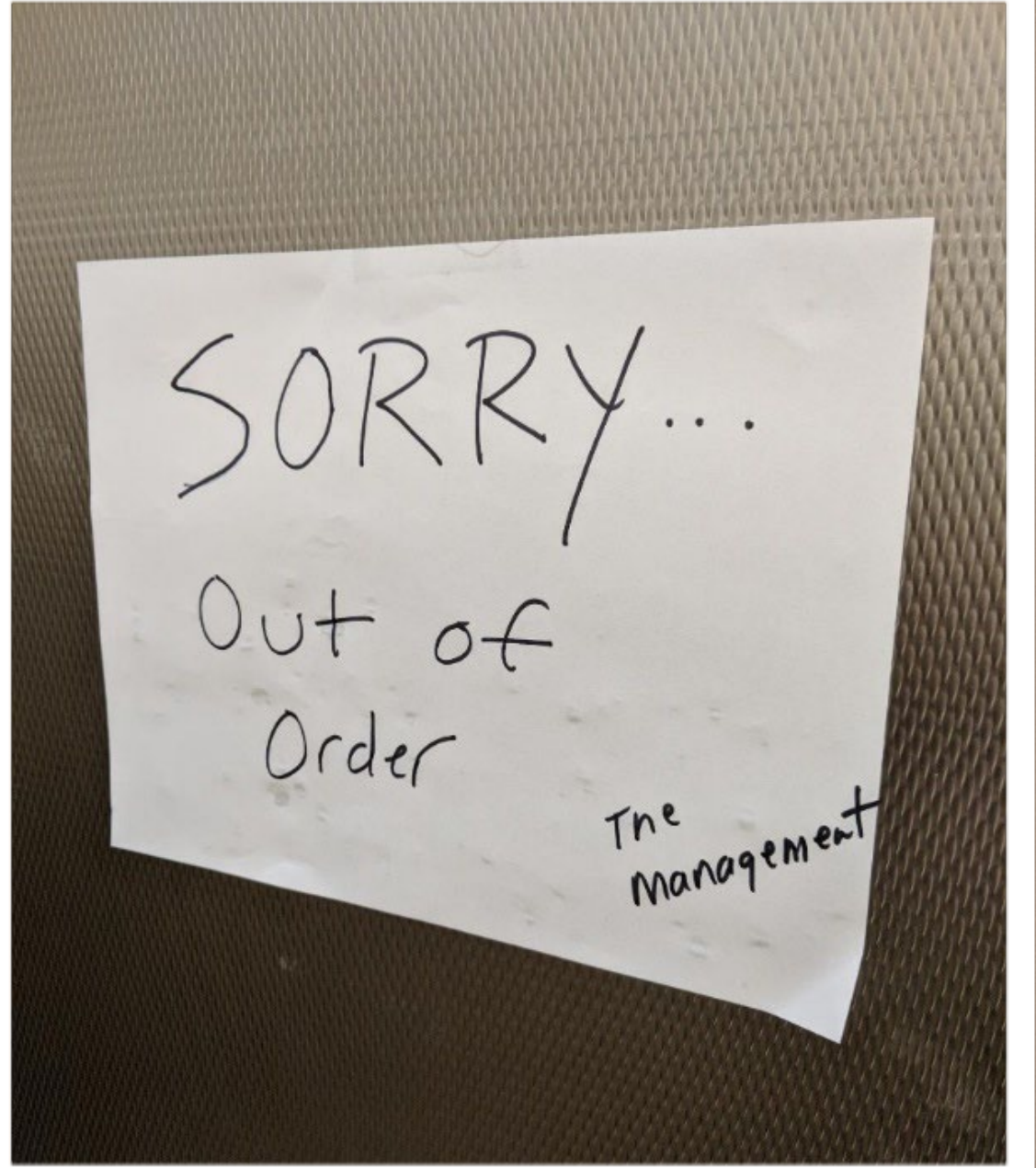
~~Sorry.~~





Stuff your
Sorries in
a sack!



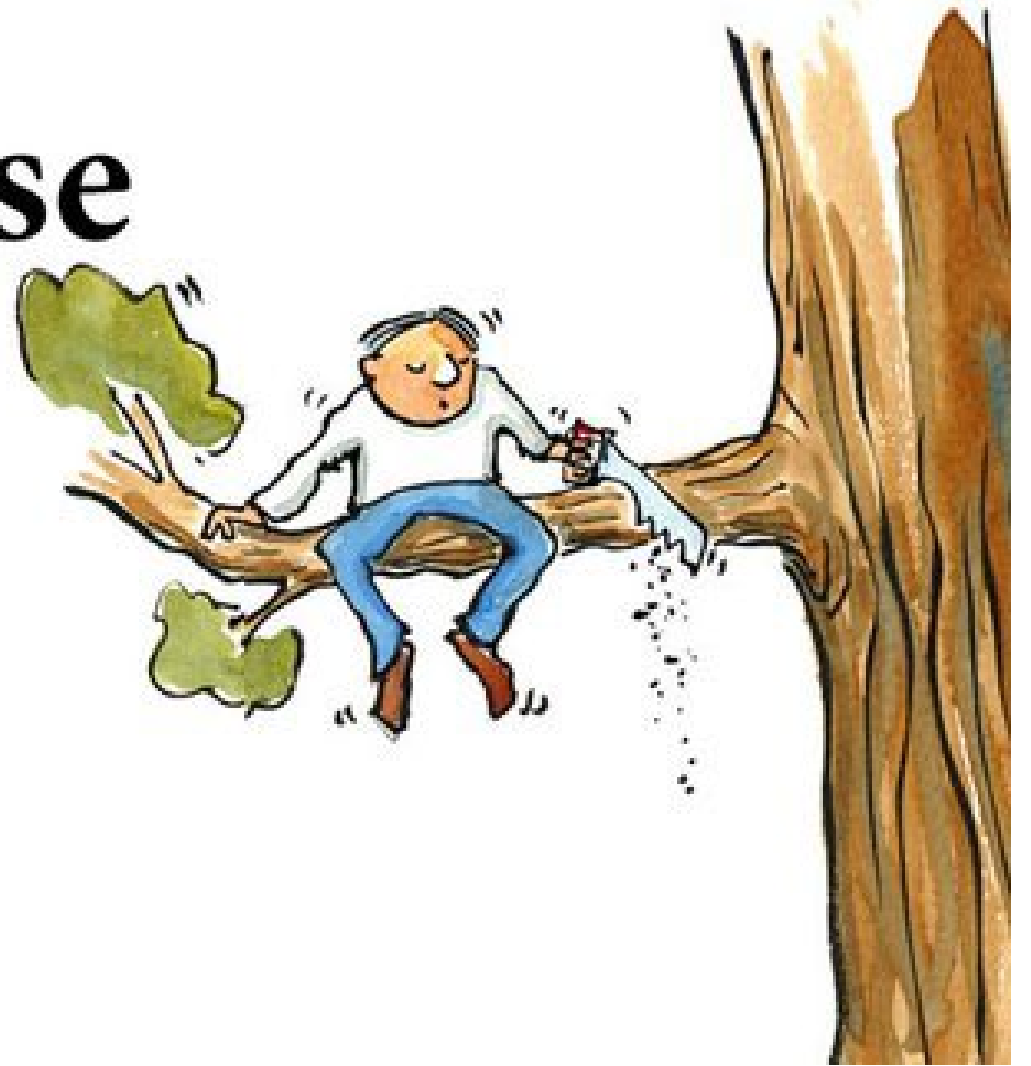




SWAMP

**Common sense
is not so
COMMON.**

- Voltaire



5 Influences of Common Sense

- Environment in which you were raised during formative years
- Generation in which you were born
- Core personality – extrovert, introvert, ambivert
- Service behaviors of those you used to work with
- Example set of those you work with today

TOP 3

Action Steps



Showtime!

Go time,

All the time...

Anticipation of Needs





Fair Hill
Municipal Bldg Area
Pumpkin
Park Zoo

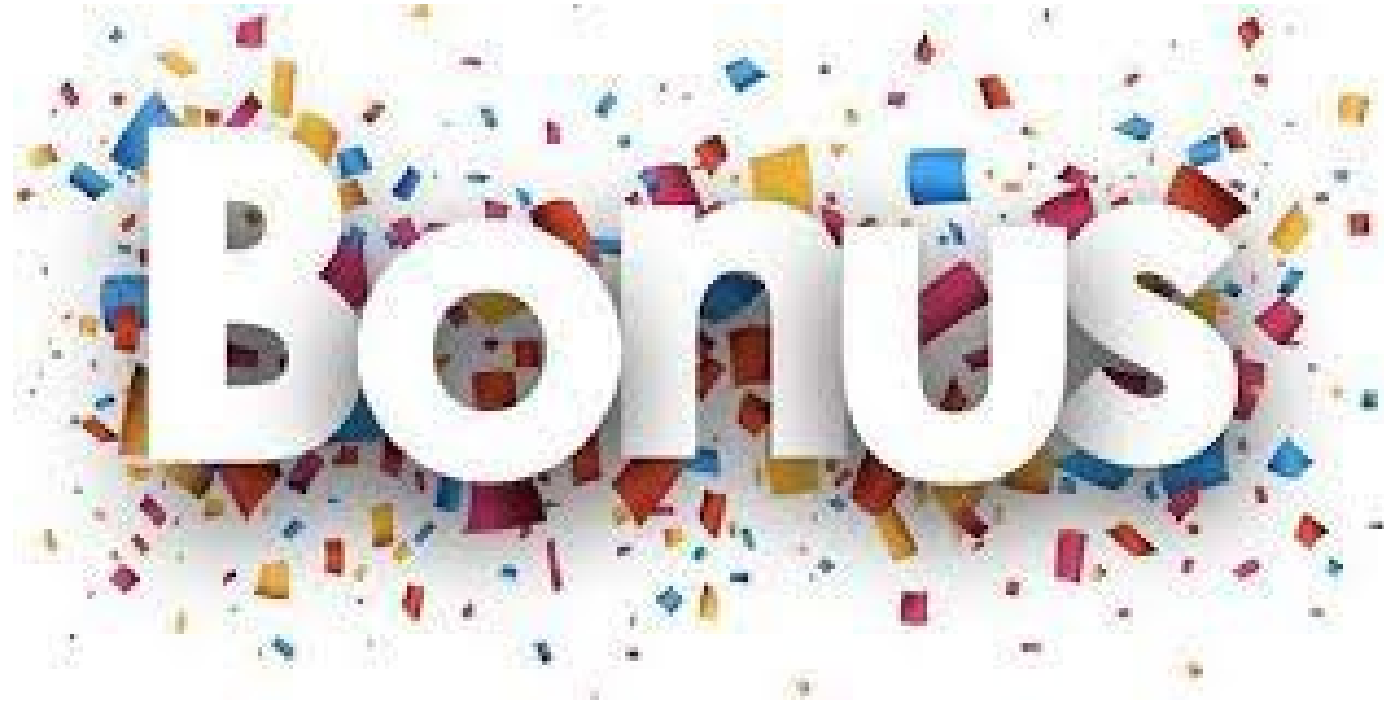
SPEED
LIMIT
50

DO
NOT
PASS


MARYLAND
WELCOMES YOU

ENJOY YOUR VISIT

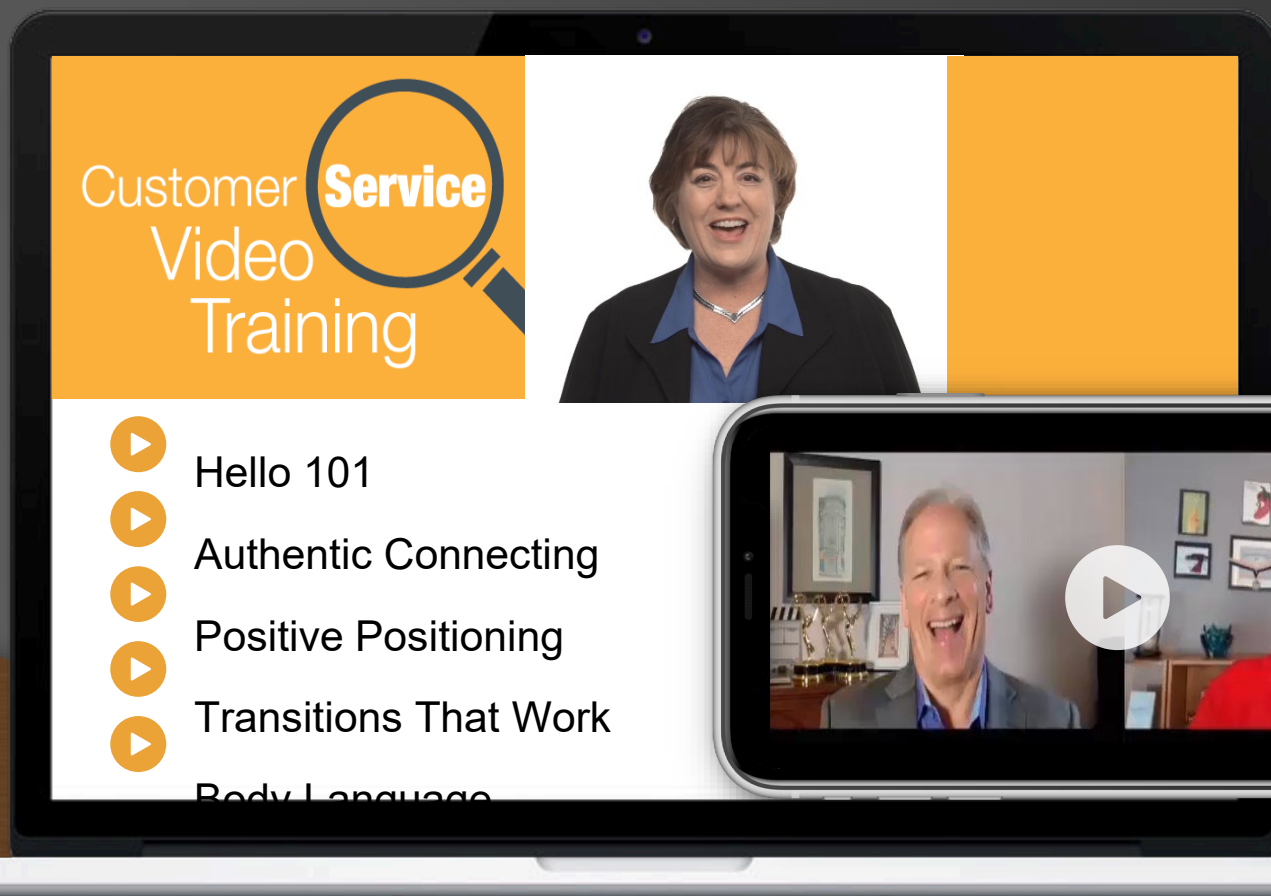
How to stay in touch, plus a bonus tip (vault)!



PERFORMANCE MEASURES



Virtual Customer Service Training Series



2 High-Impact Models

60 Video Segments

30 Experts sharing their expertise



*Full curriculum for leaders
with group discussion
questions and articles for
every segment*

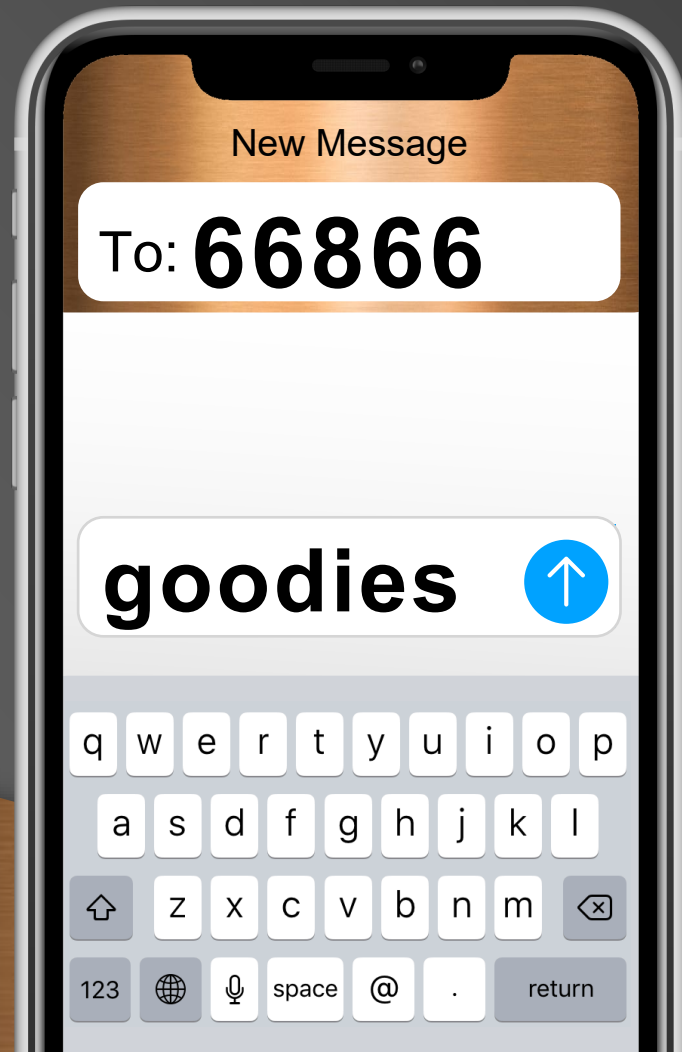
LAURIE | GUEST, CSP



Don't worry. **I've got your back.**



Text to get Goodies:



- Big 7 of Service
- It's Showtime!
- Is My Body Language Showing?
- Scripting for Superior Communication
- Dealing with the Angry Person
- Level up your Thank You's

Vault





LAURIE GUEST
CSP, CPAI

WWW.LAURIEGUEST.COM

Burst

OUT OF

SERVICE FATIGUE



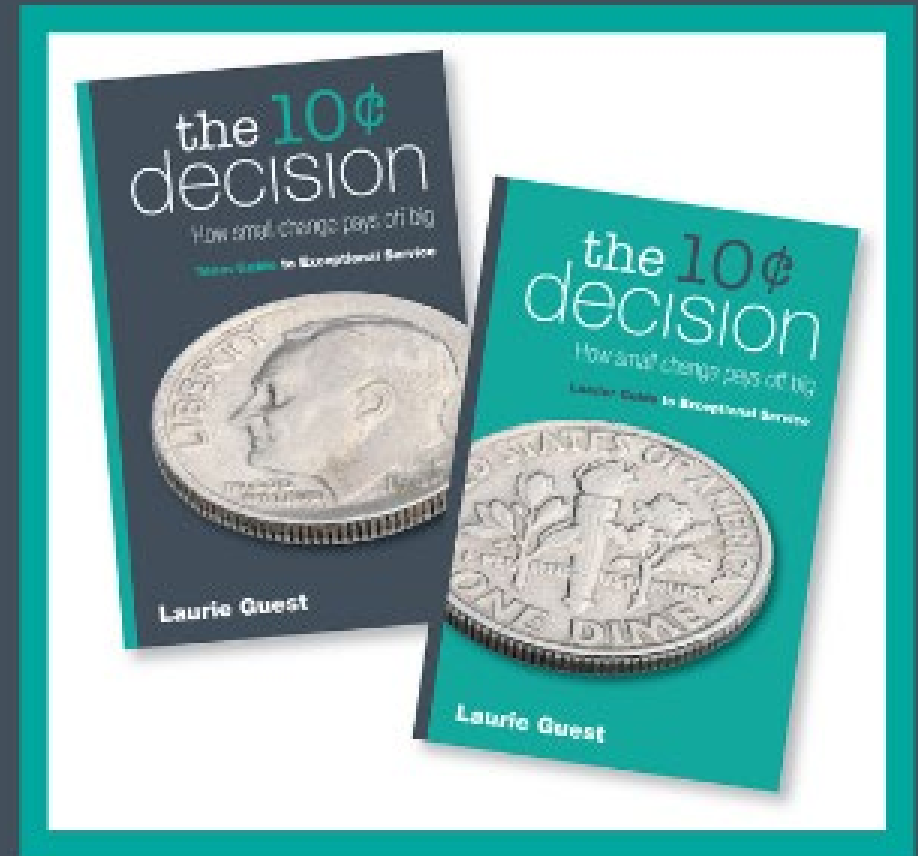
the 10¢ decision

How small change pays off big

For teams. For leaders.

A new book by Laurie Guest

Two books
in one!



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“This first thing I do is
make sure that
everyone on set is
making the
same movie.”

FRANCIS FORD COPPOLA



“it doesn’t matter how good of a doctor I am, if the patients don’t like you!”
Neil Ross, MD

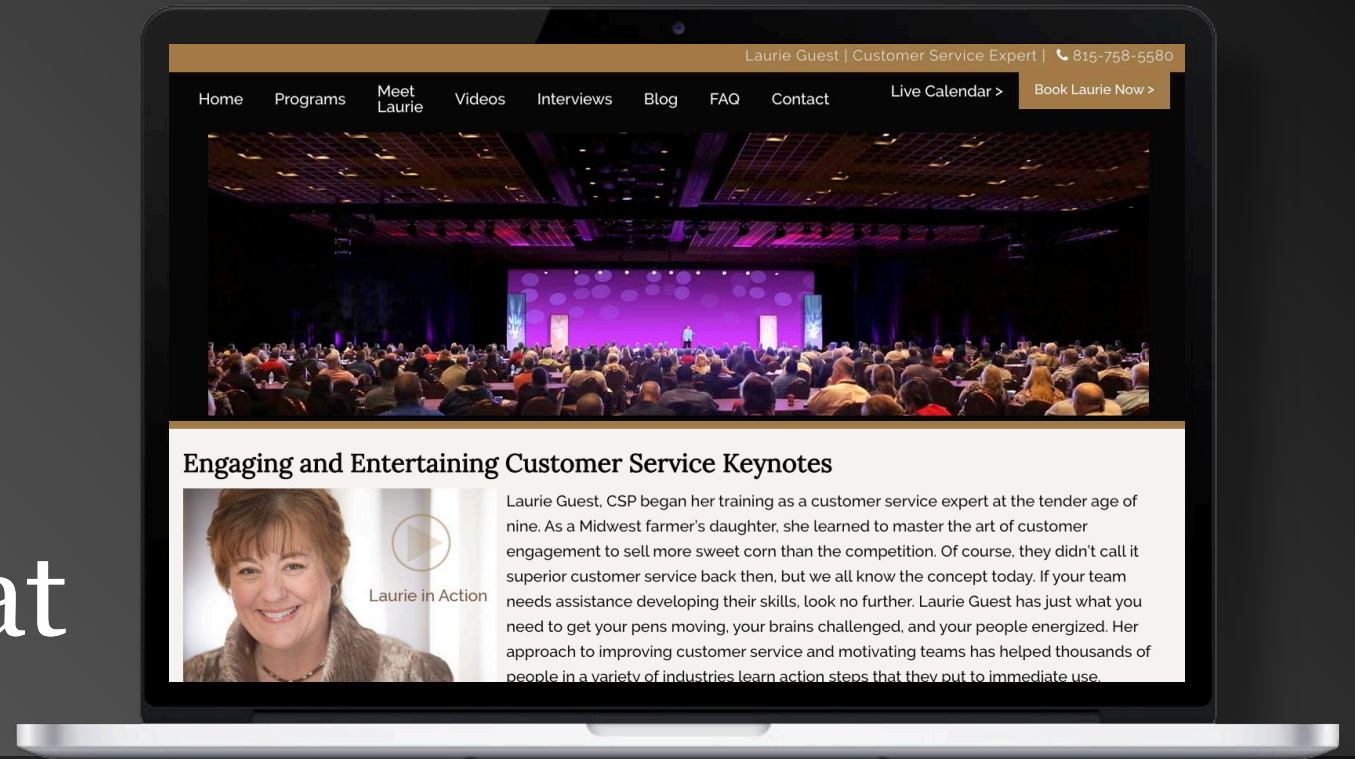


A small yellow toy lizard is perched on the top edge of a red clipboard. The clipboard has a piece of light-colored paper pinned to it with red corner tabs.

*“It doesn’t matter
how good the
baker is,
if the cashier spits in
your cake!”*

~Laurie Guest

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More Resources at



LaurieGuest.com