Optimizing the Patient Journey for Service Excellence Training Course

13 - 17 Dec 2026

Dubai

4800 € (Per Person)

Ref: #HOS3754_216687

Course Introduction / Overview:

Providing truly exceptional customer service in the health sector goes beyond mere politeness, it is a core component of patient-centered care and a critical driver of positive health outcomes. In today's competitive healthcare landscape, organizations are increasingly recognizing that patient experience is as vital as clinical quality. As the renowned author and consultant Kristin Baird points out in her book, Customer Service in Health Care: A Grassroots Approach to Creating a Culture of Service Excellence, a strong service culture is built from the ground up, with every interaction shaping a patient's perception of their care. This training course delves into this essential philosophy, offering a comprehensive framework for creating a culture of service excellence throughout a healthcare institution. Participants will learn how to implement strategies that address every touchpoint of the patient journey, from the initial appointment booking to post-care follow-up. This includes enhancing communication, managing expectations, and resolving concerns with empathy and professionalism. The course content is designed to provide actionable insights and practical tools, moving beyond theory to help professionals at all levels deliver a seamless and compassionate experience. BIG BEN Training Center is proud to offer this program, which focuses on developing the critical soft skills and process improvements needed to set a healthcare organization apart. The goal is to transform every interaction into an opportunity to build trust, foster loyalty, and ultimately, improve patient well-being.

Target Audience / This training course is suitable for:

- Front-line administrative and clinical staff.
- Nurses, physicians, and other healthcare providers.
- Medical and health services managers.
- Patient experience and patient advocacy professionals.
- Healthcare administrators and executives.
- Customer service and quality improvement teams.
- Support staff including receptionists, billing specialists, and technicians.

Target Sectors and Industries:

- Hospitals and hospital systems.
- Private medical clinics and group practices.
- Ambulatory care and outpatient facilities.
- Long-term care and rehabilitation centers.
- Dental offices and other specialty clinics.
- Government healthcare agencies.
- Pharmaceutical and medical device companies.

Target Organizations Departments:

- Patient admissions and registration.
- Clinical departments and units.
- Billing and patient financial services.
- Patient relations and complaints.
- Human resources and training.
- Quality and patient safety.
- Marketing and business development.

Course Offerings:

By the end of this course, the participants will have able to:

- Implement a patient-centric culture across all levels of healthcare organization.
- Master empathetic communication and active listening to enhance patient interactions.
- Develop strategies for proactive communication regarding waiting times and care processes.
- Manage challenging patient situations, complaints, and difficult conversations with professionalism.
- Optimize the patient journey from pre-arrival to post-discharge to create seamless experiences.
- Use patient feedback and data to drive continuous service improvement.
- Enhance interdepartmental collaboration to ensure coordinated and compassionate care.
- Apply service excellence principles to improve patient satisfaction and loyalty.
- Identify key touchpoints in the patient experience to implement targeted improvements.

Course Methodology:

This training course is built on an interactive and hands-on methodology to ensure a deep understanding of the principles of patient experience. The curriculum uses a mix of practical case studies that reflect real-world healthcare scenarios and group discussions to encourage collaborative problem-solving. We use live demonstrations of effective communication techniques and conduct interactive role-playing exercises that simulate difficult patient interactions in a safe learning environment. Participants will have the opportunity to practice new skills, receive immediate feedback, and refine their approach. The course also includes engaging workshops and activities where participants will design a patient journey map for their own institutions. BIG BEN Training Center emphasizes a learner-centered approach, where the facilitator acts as a guide, encouraging participants to share their own challenges and successes. The training is designed to be highly practical, with a focus on applying concepts learned immediately within their professional roles. We believe this dynamic and engaging methodology ensures that participants leave with a clear understanding of how to implement real change and drive service excellence in their organizations.

Course Agenda (Course Units):

Unit One: The Foundation of Patient-Centered Care

- Understanding the patient experience journey.
- Defining and implementing a service excellence culture.
- Patient satisfaction versus loyalty and their impact on outcomes.
- The role of every staff member in creating a positive experience.
- The business case for investing in patient experience.

Unit Two: Communication and Empathy Skills

- Mastering verbal and non-verbal communication.
- Developing active listening skills to understand patient needs.
- Communicating with empathy and compassion.
- Techniques for de-escalating tense situations.
- Effective communication with diverse patient populations.

Unit Three: Optimizing the Patient Journey Touchpoints

- Pre-arrival and appointment scheduling best practices.
- Creating a welcoming and efficient arrival and check-in process.
- Enhancing the clinical encounter and consultation experience.
- Streamlining the billing and discharge process.
- Implementing effective post-care follow-up and patient engagement.

Unit Four: Handling Difficult Situations and Feedback

- Responding to patient complaints with professionalism and grace.
- Managing patient expectations regarding waiting times and services.
- Using a structured approach to conflict resolution.
- Gathering and analyzing patient feedback to find areas for improvement.
- Turning negative feedback into opportunities for growth.

Unit Five: Building and Sustaining a Service Culture

- The role of leadership in championing service excellence.
- Strategies for employee engagement and recognition.
- Training and empowering staff to deliver exceptional service.
- Measuring and tracking key performance indicators for patient experience.
- Creating a continuous improvement framework for service quality.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How do patient-centric care models in developing countries compare to those in developed nations in terms of service excellence, and what can we learn from those differences?

What unique qualities does this course offer compared to other courses?

This training course stands out by treating customer service in healthcare not as an add-on but as a fundamental pillar of patient care. Unlike programs that focus solely on surface-level communication tactics, this course provides a deep dive into the strategic elements of building a sustainable culture of service excellence. It addresses the entire patient journey, from the first contact to post-treatment, ensuring participants can identify and optimize every single touchpoint. We go beyond theoretical concepts by grounding the learning in realistic, challenging scenarios that healthcare professionals face every day. Our approach centers on practical application and skill development, empowering participants to not only understand empathy but to genuinely embody it in their work. The curriculum is specifically designed to meet the demands of a high-pressure environment, equipping staff with the tools to manage difficult conversations and navigate complex situations with calm professionalism. Moreover, this course emphasizes the business and clinical benefits of superior patient experience, demonstrating how it leads to increased patient loyalty, reduced malpractice risk, and improved health outcomes. This comprehensive and integrated perspective is what makes our course truly distinct and highly valuable for any healthcare organization seeking to elevate its standard of care.