

Trisha's strength is in tailoring her talk to your organization's needs. If you don't see what you're looking for here, please contact us to discuss alternatives.

Reaching Your Patients Through the Use of Social Media

Your patients are online, and they are talking about you using a variety of tools. From Blogs, Facebook and MySpace to Twitter and YouTube – they are praising you – or skewering you.

How do you monitor what they are saying? How do you engage them to create positive commentary? How do you turn their angry words into a positive for your practice? And how can you use their social media exchanges to improve your bottom line?

Trisha is an avid user of social media, exchanging commentary with patients every day. She knows what they are saying, where they are saying it, and how to manage it. Invite her to show you how to use social media for your practice.

The 10 Mistakes Almost Every Hospital Makes ... and How Patients Can Provide Clues for Fixing Them

How many uninsured patients arrive in your ER for primary care treatment and clog the flow of patients who need urgent care? How frequently are infections keeping your patients from discharge? How many patients receive the wrong drug or wrong dose in your hospital? How frustrated is your human resources department because nurses keep leaving your employ? What happens when your hospital-employed patient advocate flips into overload because there are so many complaints coming her way?

You don't need a patient telling you about the problems encountered in your hospital every day. Nor do you need her telling you that you could save lives and money if those mistakes were fixed. You already know that.

But you might be surprised at her unique perspective on the many ways patients can provide clues to improving your service, keeping patients healthier, and perhaps even improving your bottom line.

Some ideas are almost no-cost but can make a huge difference. Others are more about attitude and less about pro-activity. Still others might cost a bit upfront, but will yield returns in a very short time.

All originate outside that proverbial box because they don't come from the usual sources. Not staff. Not consultants. No. They come from patients – your customers -- the people who are most affected and afflicted by dysfunction in your hospital.

Your investment in these new and original ideas? Simply taking some time to listen.

**The “Other” Pain Management:
*Turning that Angry Patient Into a Success Story for Your Organization***

Few organizations can afford the ripple effect of an angry patient.

A mistake is made, a patient is harmed. A misdiagnosed patient suffers the wrong treatment, only to have to begin all over again. An infection spreads. A bill is found to have numerous mistakes and no one in your organization can seem to straighten it out. Someone on your staff is rude and raises a patient’s ire. A prescription is read incorrectly by the pharmacist and the patient gets sick from the wrong drug....

The patient is upset, the family is upset, the story, regardless of whether it is told accurately, is passed to friends, co-workers. It gets shared and retold over and over and over again, and not just in-person. The story is put on the Web, gets picked up by the media, is blogged and posted in chat rooms. One angry patient has spread a negative story about your organization to potentially thousands, if not millions, of people.

It’s difficult to know how to handle this kind of scenario. The patient is angry, perhaps wrongly, or deservedly so. On the one hand you know what is ethically the right thing to do. Even the basic tenets of customer service address some of the answer. On the other hand you have costs, and potential legal action to consider. It’s difficult to handle any form of angry patient scenario to satisfy everyone... and sleep at night, too.

Among marketing professionals, it’s a well known fact that word-of-mouth is THE most powerful way to ruin – or improve -- a reputation. With 20+ years of marketing and PR experience as the foundation, combined with years of conversations with both patients and professionals, Trisha has developed tactics you can use to reverse the descent toward the negative into potential for the positive.

Deceptively simple and surprisingly effective, her ideas will help you and those in your organization manage, learn from, and eventually develop champions among your angry patients.