

## Office Staff Training Programs

\*\* PLICO offers office staff training programs designed to educate your employees in risk management principles and strategies.

These one-hour sessions provide meaningful information regarding basic processes and behaviors that can impact the quality, efficiency and safety of your office environment.

\*\*In the past, providers were awarded premium credit if office staff training was completed with ALL staff in attendance, regardless of attendance of the provider. Going forward, PLICO will continue to provide this service, but no credit will be given unless ALL ancillary staff attend AND:

- The provider attends the training; or
- The provider completes another individual activity.

**Please call 405.815.4803  
to schedule training.**

### Available topics include:

#### *Customer Service:*

##### *A Risk Management Strategy*

Consumers of healthcare differ from those of any other industry for one main reason – they do not want to be there. The experience is scary, confusing, and they may feel as though no one understands or is really listening to them. The Affordable Care Act has now pushed healthcare customer service to the forefront with the advent of the CG-CAHPS surveys and the potential financial impact on providers. This presentation will discuss the benefits of implementing five-star customer service, strategies for implementation and the relationship to the CG-CAHPS surveys, and utilization of five-star service to mitigate risk.

##### *The Challenging Patient Encounter: Strategies for Management*

Managing the difficult patient encounter can be a challenge to the healthcare provider and staff. While it is common for providers to see a handful of patients who evoke feelings of dread, frustration and even anger, not all difficult encounters can be strictly attributed to the patient's side of the interaction. This presentation will discuss situational issues (i.e., health literacy, language or cultural differences), patient characteristics, and physician/staff attitudes that may contribute to the likelihood of a challenging exchange.

Preventative measures, communication interventions and techniques and discussion of escalation warning signs will be presented. In conclusion, the necessity for staff safety plans and situational drills will be discussed.

#### *Emergency Preparedness: Medical, Weather, and Violence*

Oftentimes physician offices are not sufficiently prepared for situations such as patients presenting with sudden emergent conditions, severe weather, fire, violence or other catastrophic events. The most effective strategies for managing emergencies within the physician practice are prevention and preparedness. Utilizing an Office Risk Profile, closer inspection of the office can identify areas for improvement such as equipment, medication, supplies and training. The program discusses the importance of completing an office risk profile and discussion of resources available to assist with an emergency program including protocol development and implementation. Additionally, the importance of emergency drills and identifying potentially violent behaviors will be discussed.

#### *Managing Diagnostic Test Results, Consults and Referrals*

Mismanaged lab results, consults and referrals are often cited as the cause of serious diagnostic errors and resulting injuries to patients. Physicians and office staff need to be familiar with the risks caused by mishandled results. Information will be given regarding the widespread nature of the problem, and strategies will be presented to decrease the potential errors in the management of test results, consults, and referrals. Listeners will be informed of resources available to improve the management of their processes. Case studies are discussed throughout in order to emphasize the importance of the problem.

#### *Risk Management Strategies for Physician Office Practices*

Physicians leave much of the day-to-day operations of their practice to the office manager and other staff. All members of the healthcare team must be aware of the basic principles of risk management and how to put them into practice. This presentation stresses the importance of good communication with patients, including education regarding levels of health literacy, written communications and the importance of patient-centered care through adequate informed-consent practices. We will discuss the Oklahoma and Federal

law on maintenance, release, and storage of medical records. The importance of written policies and procedures is emphasized, and guidelines for writing policies and procedures are provided—including the recommended issues that should be addressed in those policies and procedures.

#### *A Mouse, a Hotel and Healthcare: Ideas for Customer Service*

Disney and the Ritz Carlton organizations are worlds apart from healthcare in their offerings and purposes. While healthcare is largely a utilitarian service (i.e., patients need a problem resolved), guests visit Disney or The Ritz Carlton seeking an excellent, carefree experience. Despite these obvious differences, success can be measured similarly; what kind of experience did the consumer have? With the implementation of the ACA and customer satisfaction surveys like the CG-CAHPS, healthcare providers and organizations need to focus more than ever on service, safety and patient-centered care. This presentation will compare world renowned customer service organizations to healthcare delivery, and discuss strategies and challenges for implementation of five-star service.

#### *Social Media DOs and DON'Ts*

While the advent of social media brings a unique set of risks to the physician office, it can also be used in a positive and productive way to communicate effectively with patients and their families. If used inappropriately, this communication medium may unknowingly share confidential information or even destroy one's personal or professional "brand" with a broad population. One must also consider the idea that "deleting" posts, texts or other information in the cyber world is essentially impossible. In the discussion, we will highlight the need to maintain patient confidentiality and adhere to patient rights and ethical practices. Issues to be presented include the permanency of social media, the need for professional behavior in posts, dealing with patient reviews, and colleagues who post inappropriate information. Additionally, we will explore the potential benefits of utilizing Facebook, Twitter and other platforms to successfully implement a social media presence.