

Customer Service Masterclass for Healthcare and Non-Healthcare

Patient Experience and Service Excellence Training Program

Instructor: Dr. Bruce Dornn, OD

Course Fee: \$5,999

Format: Professional Development Program

Target Audience: Optometrists, Clinic Managers, Front Desk Staff, Ophthalmic Technicians, Healthcare and Non-Healthcare Professionals and Clinical Support Teams

Course Overview

Patient experience has become one of the most important factors in the success of modern healthcare practices. While clinical excellence remains essential, patients increasingly evaluate healthcare providers based on communication, service quality, and overall experience throughout their visit.

The Customer Service Masterclass for Healthcare and Non-Healthcare is designed to help healthcare teams develop the communication, service, and operational skills necessary to create exceptional patient experiences. This program focuses on improving patient interactions, strengthening team communication, and building a service-oriented culture within healthcare practices.

Participants will learn how to manage patient expectations, address challenges professionally, and create positive experiences that build trust, strengthen patient relationships, and support the long-term success of healthcare organizations.

Course Learning Objectives

Upon completion of this course, participants will be able to:

- Understand the importance of patient experience in healthcare environments

- Develop effective communication strategies with patients and families
 - Improve service quality throughout the patient journey
 - Manage patient expectations and address concerns professionally
 - Handle challenging interactions and complaints effectively
 - Strengthen teamwork and collaboration within healthcare settings
 - Create systems that support consistent service excellence
 - Improve patient satisfaction and long-term patient relationships
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Course Structure

The course is organized into **10 structured modules** designed to help Healthcare and Non-Healthcare Professionals build strong communication skills and improve service quality within clinical environments.

Module 1: The Importance of Patient Experience in Healthcare

This module explores how patient experience influences healthcare outcomes and organizational success.

Topics include:

- The role of service quality in healthcare
- Patient expectations in modern healthcare environments
- Impact of service on patient satisfaction and retention

- Building trust with patients
 - Creating positive healthcare experiences
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Module 2: Communication Skills for Healthcare and Non-Healthcare Professionals

Effective communication is essential for providing excellent patient care.

Topics include:

- Verbal and non-verbal communication techniques
 - Active listening and empathy
 - Clear explanation of medical information
 - Communicating with diverse patient populations
 - Building rapport with patients
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Module 3: Understanding the Patient Journey

Participants will explore the full patient experience from the first interaction to post-visit follow-up.

Topics include:

- Mapping the patient journey
- Identifying key patient touchpoints
- Improving first impressions

- Managing patient flow within clinics
 - Enhancing patient engagement
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Module 4: Front Desk Excellence and First Impressions

The front desk team plays a critical role in shaping patient perception.

Topics include:

- Professional patient greetings
 - Efficient appointment scheduling
 - Managing patient check-in and check-out
 - Maintaining professionalism in busy environments
 - Creating welcoming clinical environments
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Module 5: Managing Patient Expectations

Setting realistic expectations improves patient satisfaction and reduces misunderstandings.

Topics include:

- Explaining procedures and treatment timelines
- Addressing patient concerns
- Providing clear instructions and information

- Maintaining transparency in patient communication
 - Supporting patient confidence in care
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Module 6: Handling Difficult Situations and Complaints

Healthcare and Non-Healthcare professionals must be prepared to handle challenging interactions professionally.

Topics include:

- Managing patient complaints
 - De-escalation techniques
 - Maintaining professionalism under pressure
 - Resolving conflicts with patients
 - Turning negative experiences into positive outcomes
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Module 7: Team Collaboration in Patient Care

Strong teamwork supports consistent patient experiences.

Topics include:

- Communication within healthcare teams
- Coordinating patient care between staff members

- Supporting colleagues during busy clinical periods
 - Maintaining professionalism within teams
 - Building collaborative workplace environments
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Module 8: Building a Culture of Service Excellence

Healthcare organizations benefit from developing a strong service culture.

Topics include:

- Defining service standards within practices
 - Training teams in service excellence
 - Reinforcing positive behaviors
 - Recognizing staff contributions
 - Encouraging accountability for service quality
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Module 9: Measuring and Improving Patient Satisfaction

Healthcare organizations must evaluate patient feedback to improve service quality.

Topics include:

- Patient satisfaction surveys

- Identifying areas for improvement
 - Monitoring service performance
 - Implementing service improvement strategies
 - Continuous improvement in patient experience
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Module 10: Implementing Service Excellence in Practice

The final module focuses on applying service strategies within clinical environments.

Topics include:

- Creating service improvement plans
 - Training new team members
 - Maintaining consistency in patient interactions
 - Monitoring long-term service performance
 - Sustaining high standards of patient care
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Teaching Methodology

This course incorporates multiple educational approaches to ensure practical application within healthcare environments.

Methods include:

- Interactive lectures and discussions
- Communication skill demonstrations
- Real-world healthcare scenarios
- Team collaboration exercises
- Patient experience improvement strategies

Participants will leave the course with practical tools that can be immediately implemented within healthcare practices.

Certification

Participants who successfully complete the program will receive a **Certificate of Completion in Patient Experience and Healthcare Service Excellence**, recognizing their participation in professional training focused on improving patient care and service quality.

Instructor

Dr. Bruce Dornn, OD

Dr. Bruce Dornn is an experienced optometrist, educator, and international lecturer who has delivered more than 10,000 hours of professional education to Healthcare and Non-Healthcare professionals worldwide. His work focuses on advancing clinical excellence, healthcare innovation, and practice development within modern optometry.

Dr. Dornn is also the co-author of *The Envision Book – The Dry Eye Treatment Revolution With Energy Based Devices*, which explores emerging technologies used in the treatment of chronic dry eye disease.