

## Seeing your hospital through your customers' eyes.



Retail Detail looks at every aspect of your operation through a retail lens to improve the consumer experience you offer. That means we become the consumer and walk through your hospital in their shoes.

By studying their patterns and behavior, we discover the reasons behind every action your customers do – or do not – take. From signage through staff interactions through care delivery, we evaluate every aspect of your operation. Then we use three filters to – Brand, ROI, and Loyalty – to create a report card and determine action steps.

### Brand

How do you position your hospital? Are you the heart center or the brain experts? A community hospital or teaching medical center? Once we establish your brand, or customer promise, we evaluate the customer experience through our Brand filter.

- **Setting the Bar** – How does the consumer view your brand promise? Do they understand if you are the heart center, or brain experts?
- **The Tools** – Our tools are the same as your customer's. All five senses, plus that elusive sixth sense.  
What we *see* – does the lobby reflect your niche? For example, if your brand position is “technologically advanced,” everything we see should support that idea.  
What we *hear* – is it noisy and stressful or low-key and soothing? Do we hear announcements that strengthen your positioning? i.e., if you are a heart center, we should hear announcements (or see video) with heart healthy tips.  
What we *smell* – is the scent antiseptic or aromatic?  
What we *touch* – do the surroundings support your brand position, clearly communicating whether you are a rehab hospital or a community hospital?  
What we *taste* – is it bland or interesting?  
How we *felt* – did your staff establish a sense of expertise, giving the customer a sense of confidence in the care they will receive? These all help form the customer's perception. And remember, perception is reality.

## Return on Investment

Now we look at your operation through our R.O.I. filter. The hospital itself makes a statement and is your most important marketing medium – is your investment working for you? How well are we communicating the brand? Is your message consistent through all media?

Think of your hospital as a Healthcare Super Store. Just as you have a certain experience when you walk through a Home Depot, your customers have a certain experience in your hospital.

- **What's in the store?**

We look at what products or services the hospital provides. What are the lead products or services? How they are displayed or communicated? Where are the up-sell opportunities?

- **Traffic Control**

We also study traffic patterns. How the customer moves through the hospitals. How clear is the signage? Does it convey your brand? Can they find what they need? How easy or difficult is it?

- **Staff Interactions**

Your people are an important asset – are they maximizing the opportunities to make customers feel welcome, cared about, valued? Is the information desk person too busy talking with a friend to find a room number for a visitor? Does the nurse act as though you are not important?

## Loyalty

Last, we look at your hospital through our Loyalty filter - we want to bring that customer back the next time they need hospital care. It's the patient and family experiences that create loyalty. Is the experience personal? Does it meet the promise?

Retail tactics that work:

- Patient follow-up, asking how they were treated, how they felt.
- "Welcome Wagon" new homeowner or apartment program.
- A questionnaire to outgoing patients to make them feel as if they have a voice.

## Passing the Test

How'd you do? Do you meet or fail the consumers' perception? What could be improved? What's working well? We'll prepare a detailed report card outlining strengths and weaknesses, opportunities to improve, and action steps to reach your goals.