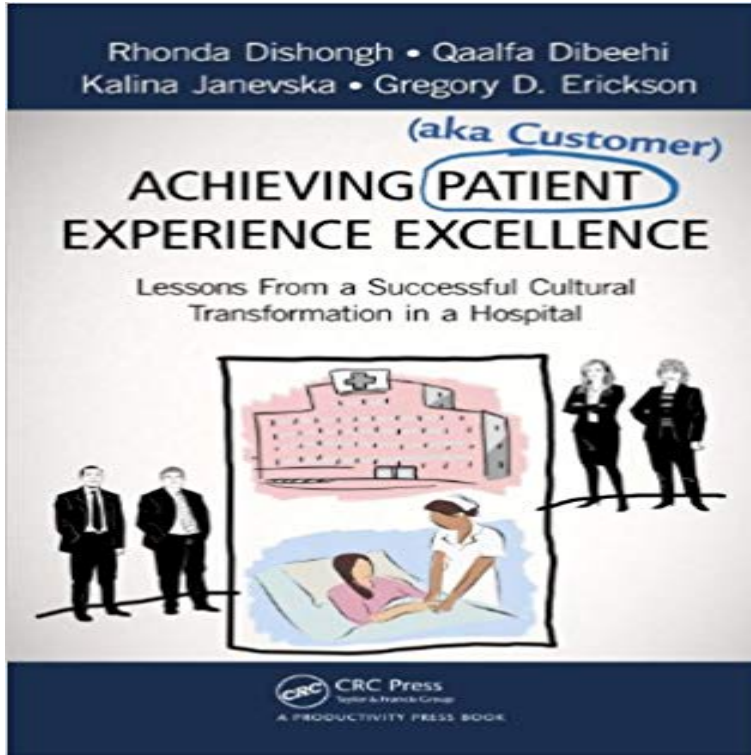


Achieving Patient (aka Customer) Experience Excellence: Lessons From a Successful Cultural Transformation in a Hospital



Written by internationally acknowledged experts in the customer and patient experience movement, *Achieving Patient (aka Customer) Experience Excellence: Lessons From a Successful Cultural Transformation in a Hospital* clearly outlines the principles and development phases of a great customer experience transformation. Using an engaging story, it allows readers to follow the journey of Community General, a healthcare organization that went from struggling to being nationally recognized for its performance and customer satisfaction success. Demonstrating how Community General was able to achieve its cultural transformation, the book presents valuable lessons learned that can be applied across a range of industries, including healthcare, telecom, and financial services. Each chapter begins with a case study that describes the experiences of the author—the director of customer experience design, the director of imaging services, a consultant, and a business psychologist—allowing readers to learn from their success and struggles. Each chapter also includes a management learning section that provides practical advice and helpful tips for healthcare managers on their journey towards achieving excellence in the patient experience. Representing decades of battle-tested experience, this book will not only help you understand the components required to build a customer-centric culture, but will also provide the mindset you will need to strike the ideal balance between patient (aka customer) satisfaction and business benefit.

Agradable ruta realizada junto al Bilbao Alpino que parte desde la localidad alavesa de Guinea, en la vertiente Sur de la sierra de Arkamo y que discurre por las cimas de Olvedo, Pelistornes y Cantoblanco.

Desde Guinea el camino es muy evidente, ya que las dos primeras cimas están muy cerca y separadas por un pequeño collado. Su subida es corta y casi directa y está señalizada justo a la salida del pueblo.

Al Olvedo se llega relativamente rápido. A pesar de que las nubes a veces nos impiden apreciar las vistas, el paisaje se intuye precioso.

2017-01-22_10-36-17

Para pasar del Olvedo al Pelistornes tan sólo tenemos que cruzar el collado y llegaremos en apenas 10 minutos a nuestra segunda cima del día.

2017-01-22_10-53-02

Una vez coronadas las cimas anteriores hay que continuar la travesía en dirección a la al Cantoblanco, que se asciende tras un durillo cortafuegos.

20170122_123405

Desde la cima tenemos justo en frente el Montemayor, máxima altura de la vecina sierra de Arkamo.2017-01-22_13-00-09

Finalmente, iniciamos el descenso hacia la curiosa localidad de Salinas de Añana...

20170122_142807

...donde podremos completar la ruta con una visita a las propias Salinas.

20170122_142812

Una ruta de unos 15 kilómetros sin dificultades reseñables. Únicamente se hace necesaria logística de vehículos. De no tener esta facilidad entonces es mejor realizar únicamente la subida al Olvedo y Pelistornes.

Tu voto:

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Los Retos de 2017

Publicado el 01/24/2017 por 12meses12montes

Bueno, un nuevo año que ha pasado y uno nuevo que acaba de comenzar. 2016 fue un año muy intenso, si bien los retos que nos marcamos en un principio sólo se vieron cumplidos en una tercera parte. No fue un buen año para ellos, ésta vez la alineación de planetas se generó en pocas ocasiones.

Sin embargo, no decaemos. Cogemos el testigo y no vamos a desistir en su intento, por lo que los retos que no conseguimos cumplir en 2016 serán los que tratemos de realizar en 2017, más algunos otros, a ver qué os parecen.

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