



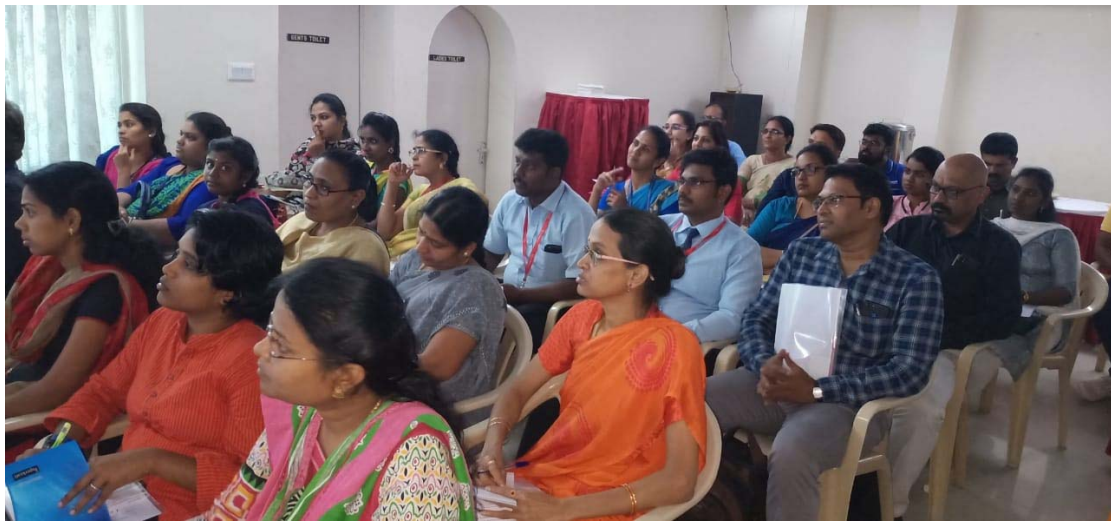
**Healthcare professionals get a rare peek into the ‘feel good’ elements of patient care, at niche seminar held in the city.**



TwinTech Healthcare Academy conducted a highly educative and informative session on ‘Customer Care’ On 1st February 2020 at Chennai. Session started with a warm welcome and the need for Customer care in professional managers by Shri A. Mahalingam, Managing Director of the institution, he highlighted how customer care in a healthcare setting is one of the most important tools that we have for providing great patient care and improving patient satisfaction. Session was handled by Professor Murali Subramanian who is the expert in this area and healthcare management faculty.



The Seminar evoked good response and participation with delegates including senior Administrative officers and Medical professionals PRO’s and Front Office Executives from prestigious healthcare institutions like Apollo group of Hospitals, SIMS Hospitals, Vijaya Hospitals, Deepam Hospitals, Billroth Hospitals, Dr Balaji Medical Centre, Dr Gupta Dental Clinic, Dr Agarwal’s Eye Hospitals, Doc Med Services, Sundram Medical Foundation, Volunteer Health Services (VHS), Nirmal Eye Care, Satish Eye Care, Bloom Hospitals and Dr Mohan Diabetes Specialities Centre, Chennai in attendance.



The session was very lively and interactive, with most participants contributing to the content of the session with their comments and real time experiences in their sphere of work. The concept of customer service, profit chain and the benefits that would accrue to the organization when excellent customer care is rendered were highlighted. Crucial aspects like Referrals, Positive word of mouth, standing apart from the competition and means and measures to increase revenues were discussed.



Videos demonstrating the professional methodology of handling of different types of customers such as : Angry customer / Impatient customer / Passive customer - Were screened for the benefit of the participants.



Further a couple of short videos on bad customer service were screened and the participants were asked to observe and comment on the lacuna that they observed on the delivery of service.



The golden rules of customer service were discussed in detail. It was felt by all the participants that given the intensity of the competition prevailing in the health care sector, service levels are very important in addition to quality of care, to drive patient footfall and if there are inadequacies in this area it will clearly reflect on the growth of the hospital.



During conclusion the facilitator of the session elicited the views of the participants from the angle of being 'Customers' of the session. A Mixed group of participants from 20 multi speciality healthcare institutions participated and benefited from this unique session on Customer Service.



The participants put forth a lot of questions and were enthusiastic throughout the session. The feedback given by the participants was excellent and the session ended with vote of thanks.