

**NEVADA MGMA 2020 ANNUAL CONFERENCE
GOING FOR GOLD**

RITZ-CARLTON LEADERSHIP CENTER KEYNOTE SESSION SUMMARY:

Creating an Exceptional Patient Experience:

- The Ritz-Carlton Processes & Healthcare: Internalizing the key processes and systems that are the most applicable to the healthcare industry.
- Talent Selection: The process of selecting, onboarding, and rewarding talent at The Ritz-Carlton and how this is applicable to your service providers.
- Engagement in Healthcare: Recognizing the interrelationship between leadership engagement, provider engagement, and patient engagement and learning strategic techniques to personalize the patient experience.
- Creating Patient Advocates Through Empowerment: Understanding how The Ritz-Carlton Empowerment Guidelines can be leveraged to reduce problem resolution costs and create an exceptional patient experience.

Memorable Customer Service:

- Emotional Connection: A discussion about the difference between functional and emotional benefits and why this distinction is critical to brand loyalty.
- The Ritz-Carlton Key Service Principles: An overview of the service principles that lead to authentic connections and the importance of psychology in service.
- Becoming a Service Sensation: The five components that customers need and want in a service industry professional, regardless of organization or customer.
- A Written Service Strategy: It is critical to offer a consistent customer experience. One of the ways this is achieved at The Ritz-Carlton is through the Three Steps of Service.
- The Power of Anticipatory Service: You will review how to anticipate customer needs through their service journey, including how to stay-in-the-moment to increase perception, customer relationship management best practices, and how to leverage surprise and delight techniques.