

## How to Manage Unhappy Patients? Turning a Challenge into an Opportunity

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**Received:** March 19, 2020; **Published:** May 29, 2020

### Abstract

By following 7 golden rules of customer care, you can turn around complaints from unhappy patients into marketing opportunities. Turn disappointment into hope, discomfort into trust and you can gain business wins. Dealing with unhappy and unsatisfied patients is a challenge we must deal with as part of our roles. If we know what to say and, more importantly, how to say it, we may be able to save the situation. Here we won't only save the situation, but in fact we can change this to a powerful marketing tool and better relationship with those patients.

**Keywords:** *Unhappy Patients; Challenge; Opportunity*

Dealing with unhappy and unsatisfied patients is a challenge we must deal with as part of our roles.

Once you are aware that your client is unhappy then your priority is to put yourself into a customer service mind-set and it is important to handle difficult customers professionally. Learning how to stay calm and how to stay cool under pressure can help you get through challenging situations with grace and professionalism!

Not all patients will be vocal with their dissatisfaction or ideas for improvement. Indeed, most patients will leave silently. However, being able to determine which patients are unhappy and find out why is a powerful information, so you need to be grateful to those who speak and share their anger, for you to be able to solve their issues and develop your practice.

It is always a challenge to provide the best "Positive experience" for your patients. The main key to exceed your patient expectation is providing them with consistent care, education, space to feel comfortable to share with you their concerns freely and to always make sure that you achieve the full positive experience for them that include pre-consultation experience and post-consultation experience which involves continuous aftercare. Think as a patient what would you need from your healthcare provider. Doctors and Patient will always have different opinions and perspectives. Understanding patient perspectives will help you as a healthcare provider to address your patients' concerns which will give your patients more trust in the care you are providing.

With the high levels of competition, you need to learn how to differentiate yourself from your competitors. Providing your patients with the best experience encourages loyalty, patients are different but they all value one thing "CARE" therefore you must be always prepared to track and measure your performance as there is always space for development.

Dealing with unhappy and unsatisfied patients is a real challenge and many of us must deal with them as part of our roles, and we know, it's never been easy. But if we know what to say and, more importantly, how to say it we may be able to save the situation.

Here we won't only save the situation, but in fact we can change this, to a powerful marketing tool and better relationship with our patients. How? By following 7 golden steps of customer care. You can turn around complaints from unhappy patients into marketing opportunities. Turn disappointment into hope, discomfort into trust, and you can gain business wins.

### Step 1

Be Prepared for unhappy client - Once you're informed that your client is unhappy then your first need is to place yourself into a client benefit attitude and customer service mind-set.

This implies you put aside any sentiments you may have that the circumstance isn't your blame, or that your customer has committed an error, or that he or she is giving you uncalled for feedback.

The only thing is that you need to understand that your client is disturbed, and that it's dependent upon you to take care of the issue.

### Step 2

Listen, listen, listen! - Let's call it "the critical step" because in the whole process, this is the start, this is when the client in his top anger level, so depend in how you go make it, the results will be!

SO, how to make it right?!

Start nicely and show your care "oh, I'm sorry, please tell me what happened..." this create a link between you and the client, then makes him/her feels that you are ready to listen!

Don't allow anything to interrupt you or the conversation, give all your attention to the client and inform your staff not to disturb you except for an emergency!

Always give an eye contact, don't be busy with anything, but looking and listening!

Oppose the compulsion to attempt to illuminate the circumstance immediately, or to make a hasty judgment about what happened. Rather, let you're the client disclose all his story. As he's talking, don't design out what you will state when he's set - this isn't active listening!

### Step 3

Reiterate, Rehash, repeat - When he's to say his story and to clarify why he's steamed, rehash his worries so you're certain that you're tending to the correct issue. If you have to, make inquiries to ensure that you've distinguished the issue accurately.

Use calm wording, Like, I understand, you quite right, we should made it better or as you expected, etc.

Repeating the reasons, shows to the client that you were listening, which helps to lower his anger and stress levels. More than this, it helps you agree on the problem that needs to be solved.

### Step 4

Show empathy and Apologize - After you've heard and understood the problem, show your empathy, and that you really understand why he is upset.

Make sure that your body language also communicates the same understanding and feeling.

Use nice words such as "if I'm in your shoes, I'd be very upset"

### Step 5

Give a solution

There's two ways of giving a solution:

1. if you sure of what will make the client pleasant, tell him that you going to fix and correct the situation, e.g. I know that the filler we made last week, didn't give you the expected results, I'll redo it for you, and it will be FOC.
2. If you're not sure what the client wants from you, or if they resist your proposed solution, then give her the power to choose. Ask her to identify what will make her happy., for instance, you could say, "If you allow me, I'd love to hear what will make you happy and if it's in my hand I'll get it done".

### Step 6

Immediate Action and After - Once you've both concurred on an answer, you must make a move promptly. Clarify each progression and steps that you will take to settle the issue to your client.

If he needs to call back or to follow up, ensure that he has your name and contact details. This gives him a sentiment of control since she can get hold of you again if he needs to.

Once the circumstance has been settled, follow up with your client after couple of days to ensure that she's content with the determination. At whatever point you can, go beyond his/her desires. For example, you could send her a blessing testament, give her an incredible markdown on her next visit, or send her a written apology letter.

### Step 7

Ask for feedback and recommendation - Your last advance is to diminish the danger of the circumstance happening once more.

On the off chance that you haven't effectively done as such, recognize how the issue began, was there a bottleneck that hindered shipment? Did one of the staff didn't do his job?

Discover the roots of the issue and ensure it settled quickly, at that point consider keeping your clients happy, so you can enhance the way that you get things done.

Occasionally a client may become verbally abusive at you or your team. Know in advance what you'll tolerate, and what you won't. If things escalate, you may need to be assertive, and stand up for yourself, or even walk away from the situation to give the client time to cool down.

If after all, your client is being unreasonable, you might start to get upset, especially if he or she is criticizing you, your organization or your work unfairly! Never react or start to talk in that direction, just stay calm and make sure to gain the client, because this is the target.

Not all patients will be vocal with their dissatisfaction or ideas for improvement, indeed, most patients will leave silently. However, being able to determine which patients are unhappy and find out why is “powerful information” so you need to be grateful to those who speak and share their anger, for you to be able to solve their issues and develop your practice.

**Volume 3 Issue 6 June 2020**

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