

Giving Patients the Royal Treatment

Roll out the red carpet, serve the champagne, and give your patients the royal treatment.

The first week in February was National Patient Recognition Week (NPRW), an annual, patient-focused celebration of the human connection between medical providers and those they serve. This year's 13th NPRW continued to guide physicians, hospitals, and other facilities in their quest for patient satisfaction.

John O'Malley, founder of this annual initiative, believes that "NPRW is a chance for health care professionals to focus on their commitment to patient care, consumer advocacy, and patient-inspired best-practices." O'Malley has created a list of ways to take part in the week, many of which are common sense but may be overlooked in busy day-to-day routines.

Some suggestions include:

- Take an extra personal minute with each patient to learn more about them.

- Use reassuring physical contact with your patients, especially those in the hospital.
- Ask patients what they think of you and your staff.
- Thank patients for choosing you as their doctor.
- Offer patients snacks, beverages, or other treats.

Using this designated week each year to honor patients benefits everyone, including medical service providers. With so many health care options available, plan now to demonstrate a "patients-first" mentality all year-round and consider the benefits: increased patient loyalty and satisfaction.

For more information, including other suggestions on how to celebrate NPRW next year or to purchase communication tools for your office, visit www.nprw.com. ■