

# Simply AmaZING!

## How To Build Your Brand Through Staff, Office And Location

*The patient experience begins from the inside of the practice outward*

By Lonnie Hirsch and Stewart Gandolf, MBA

For any healthcare service provider the business of branding has many facets...and they all need regular attention. Take the point of view of a first-time visitor to the clinic. The staff, the building, and the office collectively represent the 'patient experience.' And that's just for starters.

Achieving success in healthcare branding is all about consistently delivering on a promise of an exceptional patient experience. Unfortunately, some of the most important elements that make or break the branding message can be neglected. "Branding" brings to mind the logo design, the tagline, the brochure. And to be clear, these things help speak the branding message. But the full impact of branding is not just a matter of what you say in your latest series of newspaper ads. It is a matter of what you and your staff express to every patient...with every visit. The actual experience must fulfill on the promise.

### ***Alignment: from the inside of the practice outward.***

Because branding is the entire experience your patients have with you, your staff, and even the physical office environment—it's best to understand that branding begins with the proper alignment of literally everything from the inside outward. Your brand has to be clearly understood, believed and delivered by owners and staff of the practice just as much as you want it to be understood and embraced by the target audiences. Staff is the front line.

Branding is an emotional connection between the practice and the people it serves. And the staff and employees are the main conduit for making that people-to-people connection...from the first phone call, to the initial visit, to the chair side conversation. If your staff isn't buying your branding message, then your patients aren't going to get the message or the experience that you intend. Without their buy-in and commitment, your branding will not succeed.

- Train the staff in the branding message. Be certain that everyone understands what the branding message means to the public and look for new ways for the staff to "walk the talk."

- Recognize and reward positive behaviors. The day-to-day expressions that communicate a positive and helpful experience as part of the branding message should be encouraged.

- Bring branding to hiring and organizational culture. Look for ways to grow your own staff talent that demonstrates the right attitudes. Hiring and retaining the right people inspire a positive environment.

- Demonstrate by leadership. Show and lead by example, and encourage everyone to lead others in the process.

- Your facility has a message. When a new patient crosses your doorway for the first time, they get an immediate message about your physical environment. If your office is a benign message of an unremarkable office your branding message has failed to differentiate. Worse, of course, would be for the message to be a negative—an office where the patient does not want to stay or return.

- Look closely at your office interior every day. The new patient sees everything for the first time, but unless you deliberately work at a fresh perspective, you may fall victim to not seeing what you're looking at. Habituation is that deceptively simple form of leaning where—after a period of time—people stop responding to a stimulus. In other words, if we see a worn sofa everyday, we no longer pay attention to the wear.

Branding is...well, just about everything. Your brand is who you are, what you stand for, and how that information is communicated to others, as a total identity.

### **Prioritizing the Principles: Choose AmaZing! Attitude Everyday!**

An AmaZing! attitude not only helps your health, but also is good for our patients! Happiness and positivity is contagious...so as long as you have an AmaZing! attitude you will have positive effects on patients and their outcomes. Just putting a welcoming smile on your face and offering an encouraging word will do wonders for a nervous patients in for their first round of physical therapy. You have the ability to turn their appointment from something they are dreading into an AmaZing! experience that they look forward to...with only your attitude. Keep this in mind when you start your day and offer every single patient an AmaZing! experience from start to finish.

# Patient Loyalty Survey Short Takes

**everyone is very polite and so nice to work with.**

I am amazed that the therapy I received for a 22 yr old injury and surgery greatly helped me. I think a lot of that has to do with the caring, knowledgeable and quality care I received.

THEY MADE IT ENJOYABLE WITH THEIR HELP AND ENCOURAGEMENT.

very knowledgeable and fun

*I looked forward to returning to each appointment.*

**I felt at ease with the staff. They listened to what was happening between visits and were very helpful!**

Very good teamwork & caring for their patients.

*They gave shirts to kids overseas with my name on it. That is so great! If I have any more injuries I'll be back.*

KEEP UP THE GOOD WORK!

**Great team from front door to gym.**

## ZINGERS!

### ***Del Nance - Indiana Street***

Del went above and beyond to go outside and help an older gentleman who was having trouble starting his Hummer H3. Del drove his truck around the building to give him a jump and get him on his way.

### ***Kayla Goedde - Indiana Street***

Kayla always does what she can to help patients in the waiting room. She even went as far as calling the bank for a patient to verify if her checks had been deposited in her account.

### ***Anne Basden, Erik Hemenway, & Mary Kay Arvin - Indiana Street***

Yesterday morning it began raining cats and dogs outside as one of our patients pulled up outside. He is unable to walk and must use a motorized chair to get around. Anne, Erik, Mary Kay, and another patient's husband all grabbed umbrellas and ran outside to help this patient unload her wheelchair and get inside without getting soaked. Melissa passed out towels as they all came inside dripping from the rain. We just wanted to make sure that our AmaZing staff members are recognized for their effort in assisting our patients!

### ***Mary Kay Arvin - Indiana Street***

"Mary Kay, you're the BEST! Thank you for taking such GREAT care of my mom! She couldn't get over the fact that you met her at her 7:00am Dr. appt. Thank you!!" Amy T

### ***Debbie Hilgeman - Pearl Drive***

Debbie went way above and beyond the call of duty...she scooped up goose poop from our parking lot & sidewalk so our patients wouldn't step in it or see it when looking out the window during therapy. This was voluntary and we have pictures to prove it!

### ***Thomas Knox - Vincennes***

Thomas did an in-service last night for Vincennes area coaches. He did an outstanding job!! Way to go Thomas!

## AMAZING! CHALLENGE

*Uh Oh...your patient just showed up in flip flops, not the tennis shoes you specifically requested that they wear. WHAT DO YOU DO?!*

Please email [ashley@prorehab-pc.com](mailto:ashley@prorehab-pc.com) with answers and you may win a prize!!

# Employee Q & A Featuring...

## Dean Disinger!



**Name:** Dean Robert Disinger

**Clinic/Position Held:** Washington Square, Controller

**Current Residence:** Boonville, IN

**When/Where were you born:** (New Year's Eve) Dec 31st at 10:29 p.m Lafayette, IN

**Spouses Name:** Kathy

**First Date with Kathy:** We were in college and we rented a VCR three VHS tapes and made pizza but Kathy messed up the pizza so I had to order one instead.

**How long have you been married:** It will be 19 yrs in December

**Where were you married:** Muncie, IN

**Kids (names & ages):** Andrew 14, Matthew 12, Jacob 8

**Siblings:** 1 younger brother & 1 younger sister

**How long have you worked at ProRehab:** Started in July 2002

**Extra-curricular activities/groups:** Coach little league baseball and basketball; Treasurer of Boonville Junior League Baseball

**What high school did you attend:** Rossville HS - Hornets, Rossville, IN (in between Lafayette and Kokomo)

**What sports did you play in high school:** Basketball, baseball, track, cross country

**How many people were in your graduating class:** 49

**How many people live in Rossville:** 1,500

**Where did you go to college:** Ball State University

**Major:** BS in Finance, BS in Accounting

**Why aren't you a Purdue fan and why didn't you go to college there:** Because everyone else in my hometown is a fan and I wanted to move away from home.

**Favorite color:** Blue

**Favorite sports teams:** IU Basketball, Cincinnati Reds, Indianapolis Colts

**Favorite food:** Pizza King

**Least favorite food:** cottage cheese and sour cream

**Favorite Dessert:** Rhubarb Pie

**Favorite childhood memory:** Going to Cincinnati Reds games

**Best Vacation:** Gulf Shores

**Favorite Holiday:** CHRISTMAS!!!!

**Favorite music:** Christmas Music!! :)

**If you could go anywhere on vacation, where would you go?** Mackinaw Island, MI

**First job:** De-tasseling corn

**Who is your hero and why?** Rush Limbaugh because he's a conservative. :)

**What's the funniest thing that has ever happened to you at work?** My coworkers stole my van on April Fools Day and parked it on the other side of the building.

**If a genie granted you one wish, what would it be?** To go back to high school

**Tell us something random about yourself:** I can remember the scores from my 5th grade basketball game (44-4) and the score from my first little league game (18-14) but I can't remember to NOT lock my keys in the car at night! :)

## 'Cause of you...Haiti T-shirt Update!

### FORMER ORPHANS FROM A 3<sup>RD</sup> WORLD COUNTRY, HELP ANOTHER 3<sup>RD</sup> WORLD COUNTRY!



#### *Told by Laura Happe...*

"Teresa has been coming for 4 months following complications with a shoulder surgery. When school was out, her 2 girls would come with her. They were polite girls and we became friends. The other therapists in the clinic got to know them as well. They were here multiple times a week. Teresa was so excited about the t-shirts for Haiti after the signs went up in the clinic. She wanted to make sure that she was discharged before we ran out of shirts. Understanding first hand the joy a shirt would bring to the kids in Haiti, Amber and I decided that the girls should get to send a shirt too. The girls were excited about the shirts and wanted to take them home to decorate. They worked very hard on them and took some time to plan the design."

#### *Background story told by Teresa...*

"Both HaLea and Mattie are adopted from Vietnam. I adopted HaLea (said Holly, her Viet name is Ha and my older daughter's middle name is Lea, hence HaLea), but the US/INS said the facilitator BOUGHT her for 600 dollars, from her birth mom and had her put into an orphanage, making her an orphan. Our gov't didn't like the set up, therefore denied a Visa for her to enter the US. INS told me to either put her back into the orphanage and "choose" another child, like it was a car-shopping spree....OR live with her for 2 years, claim her as my dependent child, at which time they would give me a visa, but only after 24 months. Our gov't isn't fast at anything but billing you for taxes, so we waited another 1.5 months to obtain a visa for HaLea. In the mean time, I worked at Tam Binh (said Tom bin) orphanage as a nurse, taking care of immunizations and loads of head lice, few cuts, headaches, yadda, yadda. I found my Mattie, who was 5 months old, couldn't live without her...called my husband (at 5 dollars a minute, at that time) crying, stating I vowed NEVER to ask for another child or puppy, for the rest of my life, so help me goodness... if he would agree to adopt this ONE LAST child. We already had 2 adopted children, one from Russia, which is Hannah and of course, HaLea. He agreed with little hesitation, I might add! To make a very long story short, We came home in March of 2003, after leaving the US for Vietnam in January of 2001."



Over 100 shirts have been given to kids in need in just the first month. Due to the great response from patients and staff we're going to add three more clinics to the project...Newburgh, Pearl and Henderson!  
Check out more pictures at [www.prorehab.posterous.com](http://www.prorehab.posterous.com)