



Sales, Marketing and Customer Service

## Customer Care training program “From Healthcare Aspect”

## Course Introduction

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In today's healthcare environment, exceptional customer care is essential to ensuring positive patient experiences, fostering trust, and improving overall service quality. The **Customer Care Training Program - From a Healthcare Aspect** is a comprehensive five-day course designed to equip healthcare professionals with the necessary skills to provide outstanding patient-centered care.

This BOOST program focuses on **effective communication, empathy, conflict resolution, and service excellence**, addressing the unique challenges of customer service within healthcare settings. Participants will learn to enhance patient interactions, manage complaints professionally, and create a welcoming environment that prioritizes both emotional and physical well-being.

Through **interactive discussions, role-playing exercises, real-world case studies, and best-practice sharing**, attendees will develop a deep understanding of how customer care directly impacts patient satisfaction, hospital reputation, and healthcare efficiency. They will explore strategies to handle difficult situations with professionalism and empathy while also learning how to integrate continuous improvement practices into their daily routines.

By the end of the course, participants will be empowered with practical skills to **deliver exceptional service, build patient loyalty, and contribute to a culture of excellence within their organizations**.

## Target Audience

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This program is designed for:

- Healthcare professionals (doctors, nurses, and administrative staff)
- Patient relations officers
- Front desk and reception staff in hospitals and clinics
- Healthcare customer service representatives
- Anyone involved in patient experience and service excellence

# Learning Objectives

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By the end of this program, participants will be able to:

- Understand the importance of customer care in healthcare settings.
- Develop effective communication and active listening skills for patient interactions.
- Manage difficult situations and resolve conflicts with empathy.
- Apply service excellence principles to enhance patient satisfaction.
- Foster a culture of continuous improvement in healthcare services.
- Implement patient-centric approaches to build trust and loyalty

## Course Outline

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- **01 Day one**

- Introduction to Customer Care in Healthcare**

- The role of customer service in healthcare
    - Understanding patient expectations and needs
    - Emotional intelligence and empathy in patient interactions
    - First impressions: Creating a welcoming healthcare environment
    - Case studies: Good vs. poor customer service experiences

- **02 Day Two**

- Effective Communication, Handling Complaints and Conflict Resolution in Healthcare**

- Verbal and non-verbal communication skills
    - Active listening and responding with empathy
    - Handling sensitive conversations with patients and families
    - Cultural awareness and diversity in healthcare interactions
    - Role-playing exercises for effective communication
  - Common patient complaints and how to address them
    - Techniques for de-escalating difficult situations
    - Dealing with emotional patients and families

Conflict resolution strategies for healthcare teams  
Interactive scenarios and problem-solving activities

• 03 Day Three

**Service Excellence, Patient Experience and Continuous Improvement**

Principles of service excellence in healthcare  
Enhancing patient engagement and satisfaction  
Personalizing the patient experience  
Measuring and improving service quality in hospitals and clinics  
Best practices from leading healthcare institutions

Maintaining a patient-centric mindset  
The role of feedback and performance improvement

**Confirmed Sessions**

FROM	TO	DURATION	FEES	LOCATION
April 6, 2025	April 8, 2025	3 days	3250.00 \$	KSA - El Dammam
Sept. 22, 2025	Sept. 24, 2025	3 days	3950.00 \$	Singapore - Singapore
Nov. 24, 2025	Nov. 26, 2025	3 days	3250.00 \$	UAE - Dubai