



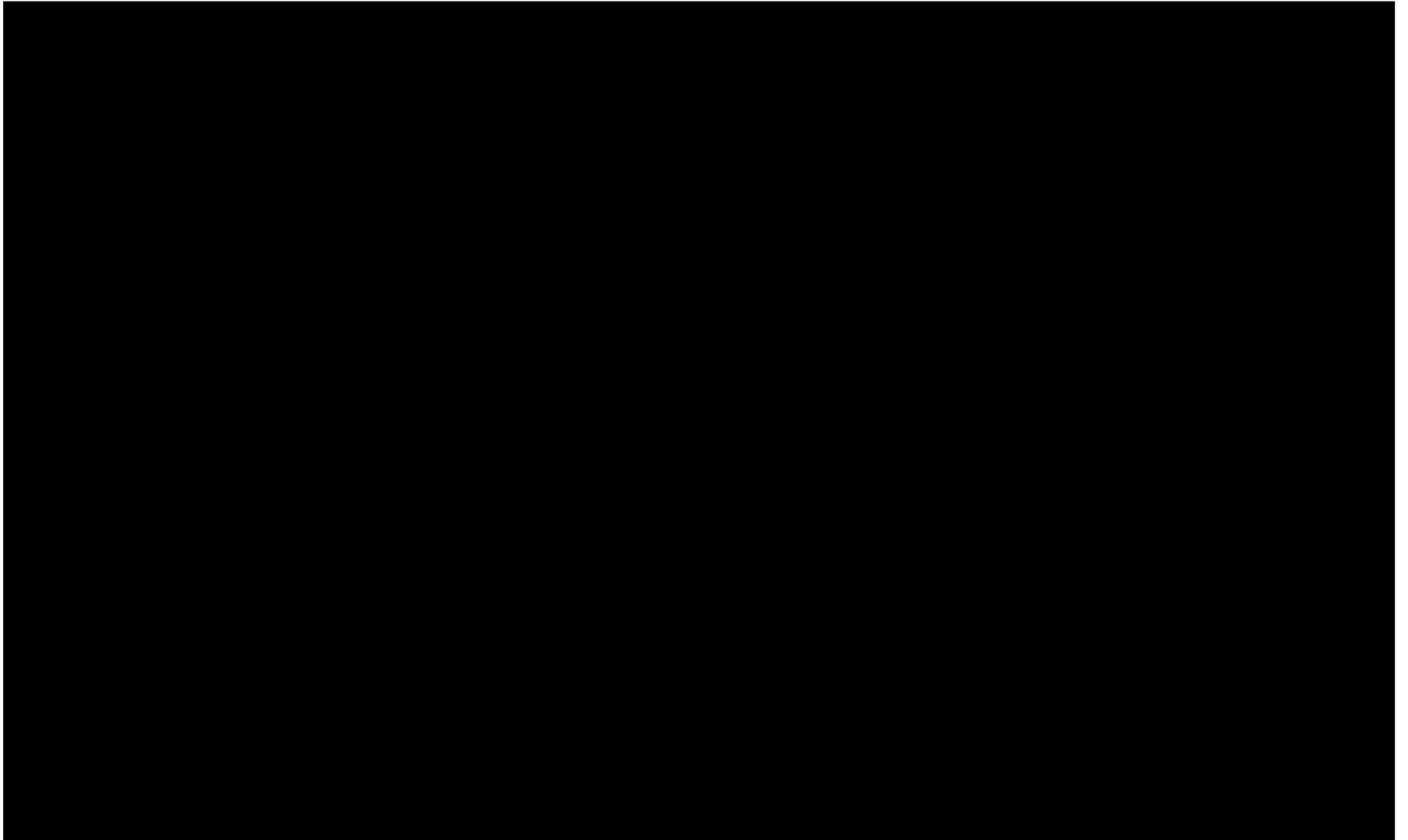
# Customer Satisfaction: a community based laboratory's experience

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POLQM Fall Conference 2016



# Our story



## Today we will cover:

- **Our customers:** Who are they? Understand who are the laboratory's customers
- **Their experience:** The importance of a positive customer experience as part of the laboratory business model
- **Are they satisfied:** Understand how laboratories can monitor customer satisfaction

# Reflect...

Who are our customers?

Do we know how they experience our services?

How do we know if we are successful?

- What are their:
  - **Needs?**
  - **Expectations?**
  - **Preferences?**
- What is most important to *them*?
- From the *customer's viewpoint*?

# The changing customer landscape

**Patient and caregiver expectations are changing:** they're educated, empowered, and want a say in how they receive health care

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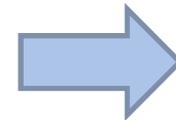
**Governments need partners** who understand patients' needs, desires, and expectations to transform our health care system to a patient-centric model

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**Clinical decision support** will become a regular part of a physician's workflow, and imperative component of our service offering

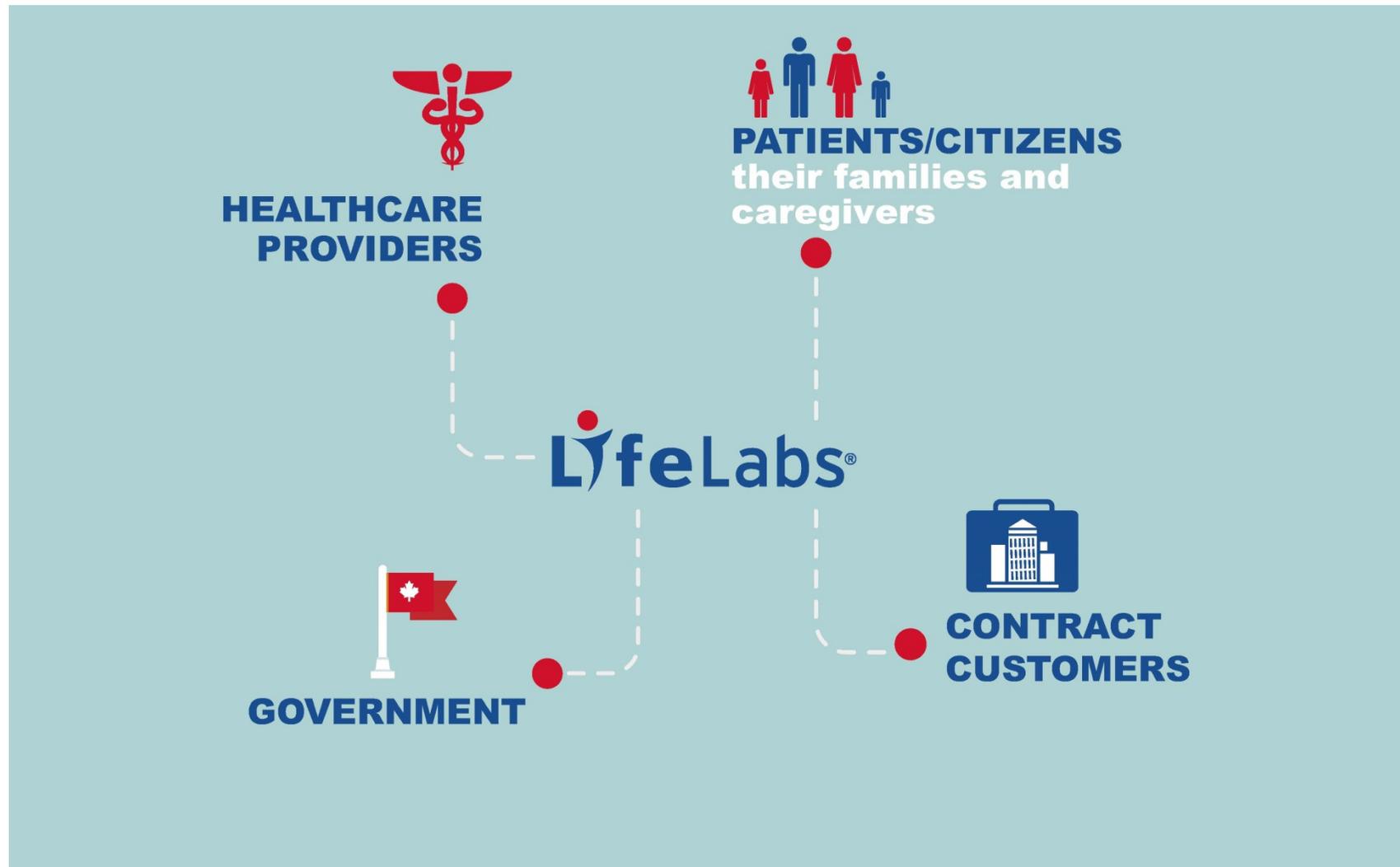
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**The industry is being reinvented.** Things like private pay tests redefine the traditional notion of who is the true customer (patients vs. health care providers vs. government)



**The shift from provider centric to customer centric requires a mindset shift in how we operate and approach lab services**

# Our Customers



# How do we define customer experience?



## End-to-end journey

Customer experience is the **sum of all interactions** a customer has with a business over the duration of the relationship. This covers not only processes and systems, but also emotional responses created through each interaction.



## Understanding

Requires developing a better understanding of your customers, **adapting your approach** to their needs and preferences, and doing so in a way that drives **long term, sustainable business growth**.



## Consistent

It is about delivering on meaningful and **a consistent set of interactions with LifeLabs**. Every day

To do this well, we need to meet both the functional and emotional needs of the customer

# How can we make the shift?

- Take a *deliberate and intentional* approach to making improvements to the customer experience
- View the customer *journey* end-to-end
- Know customer segments and *evolve our understanding* of them using strong analytics



**LifeLabs has made a strategic, organizational commitment to become increasingly customer focused**

# LifeLabs' best practices on making the shift

*We've developed a strategic framework to mature our view of our customers. We are on a journey, but our first steps have included:*

## National customer satisfaction studies

Measure expectations and satisfaction

## Customer Experience Management Program

Align quality systems with customer feedback

## Journey mapping

Customer interactions at Patient Service Centres



## Customer councils

Patients and caregivers\*

## Serving Customers with Autism

Program designed to improve likelihood of successful blood draw

# How can the lab sector in B.C. evolve the customer experience?



- Know your customers. No assumptions!
- Listen, and **learn**. Be ready to act
- Have an end-to-end journey view of customers
- Measure success and customer experience performance through Voice of the Customer programs