# “I want it all and want it now!”

## “This Thing We Do”

**Ted A. Rogers MSA, NREMT-P**

# Life BEFORE the Computer

An application was for employment

A program was a TV show

A cursor used profanity

A keyboard was a piano

Memory was something that you lost with age

A CD was a bank account

And if you had a 3 ½” floppy

You hoped nobody found out!

# Life BEFORE the Computer

Compress was something you did to the garbage
Not something you did to a file
And if you unzipped anything in public
You'd be in jail for awhile!

Log on was adding wood to the fire
Hard drive was a long trip on the road
A  mouse pad was where a mouse lived
And a backup happened to your commode!

# Life BEFORE the Computer

Cut – you did with a pocket knife
Paste you did with glue
A web was a spider's home
And a virus was the flu!

I guess I'll stick to my pad and paper
And the memory in my head
I hear nobody's been killed in a computer crash
But when it happens they wish they were dead!

# GOALS FOR NOW:

HAVE FUN!!!

TAKE A HARD LOOK AT WHAT WE DO!!!

AND SHOW YOU THE AWESOME POWER YOU HAVE!!!

FIRE RESCUE

Gold Coast
AMBULA

Cedar

N911BE
LIFE FORCE

# What is this thing we do?

# We operate out of “NBA’s!”

# Are we an EMS or really a SME?

# Your Perceptions?

What percentage of career and volunteer are Professionals?

# Is it a really good idea to treat people well and avoid complaints?

EMS and healthcare in general is a team sport!

Extended Mission Statement:

It’s nice to important, but it’s more important to be nice!

# How are complaints handled?

- Opportunities?
- Run and Hide?
- Disregard?
- Teachable Moments?

Have you offered service in a manner that folks feel they are satisfied and you are justified in your actions?

It is never YOUR emergency until you screw up.  Be nice, or have deep pockets!!

# You Are Special!

You are the only person on earth who can use your ability!

# BASICS OF CUSTOMER SERVICE

Sam Walton said “Take care of the customer, or someone else will!”

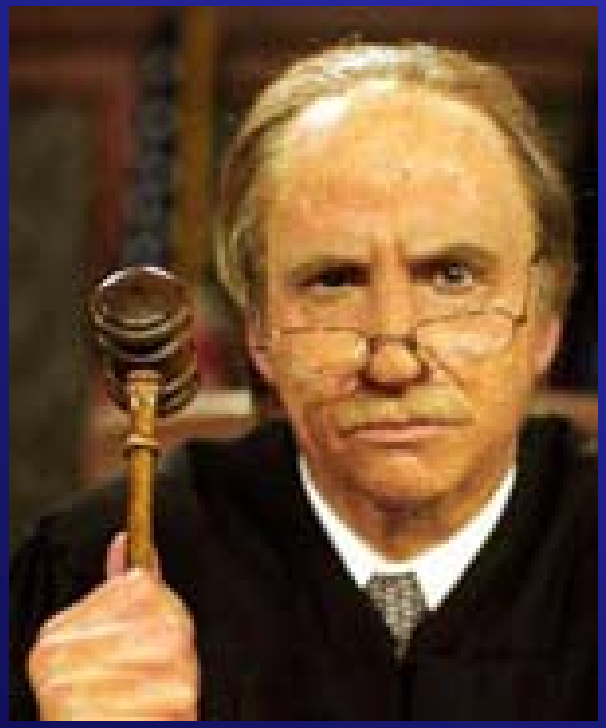
Who is the “internal” or “external” customer?

Managing expectations: Patient's vs. Provider's… they usually differ!!

What is a good call to you?

You are now a patient:  Role play – good call!

# Skills vs. TLC



Are you a judge, or a medical professional?

Do you speak kindly or harshly?

What is your motivation?

If there is no wind… row!!

People don’t care how much you know until they will know how much you care!

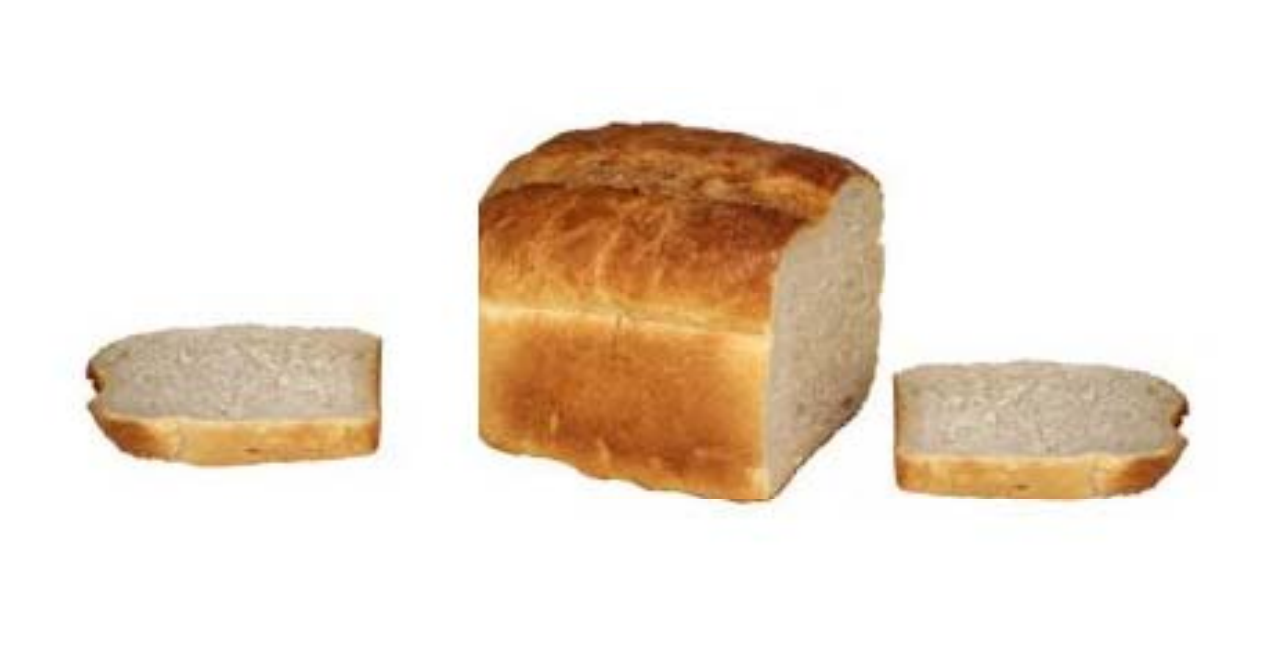
Choose your battles – if you're not selective, you're not effective!!

Perception is reality!

I really didn’t hit Mama!!

Covey says:  Seek first to understand, then to be understood.

# Two ends of the bread



erlanger

FDNY
EMT

EOT-

# Eight Concepts of Customer Care

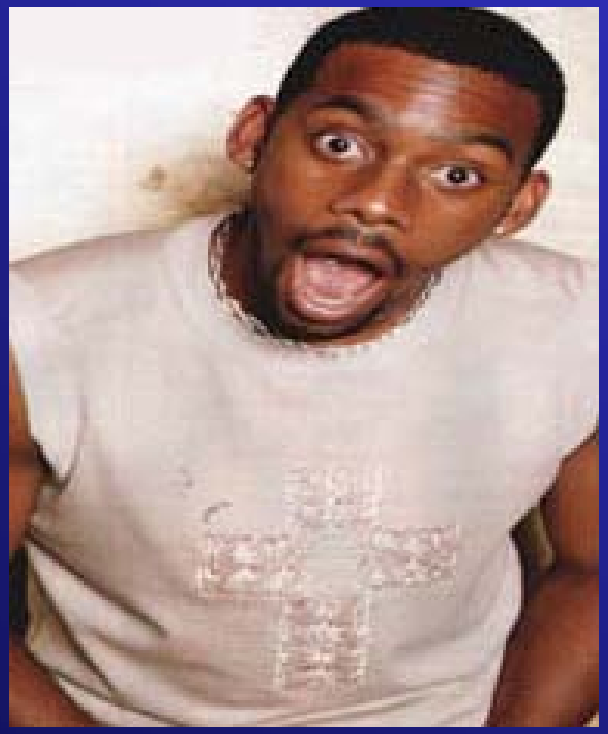
1. Our essential mission and #1 priority is to deliver the best possible service to our customers.
2. Always be nice!  Treat everyone with respect, kindness, patience and consideration.
3. Always attempt to execute a quick, effective, safe, caring and managed outcome.

# Eight Concepts of Customer Care

4. Regard everyone as a customer
5. Consider how you and what you are doing looks to others.
6. Don’t disqualify the customer with your qualifications.
7. Basic Organizational behavior must become customer-centered.
8. We must continually improve our customer service performance.

Your job is to drop the jaw of the patient, not the patient!

Strive for a **WOW!**,
not a DAMN!



# Build a smile, not a frown!

Do the right thing, Just do it!!

It will gratify some and astonish the rest!

Folks sue who they are mad at?

Define integrity?

You can either complain that rose bushes have thorns, or rejoice that thorn bushes have roses!!!

# What do patients want?

- Some control
- Respect and dignity
- Fair treatment
- Friend-familiar calmness
- Safe and secure
- Total honesty

# THE BIG SECRET:

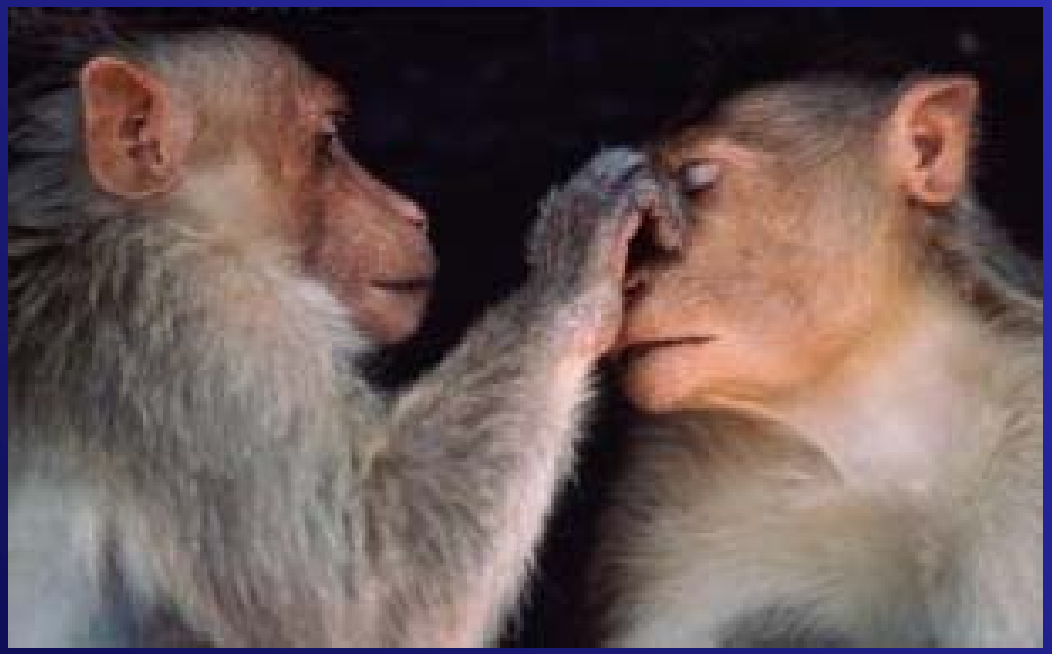
Good people skills =
Good patient care

# Jug of Milk

Do not compare yourself with other organizations:  You could the best of a group of poor performers!!

We are the “fast food” of government services.  Are you McDonalds or Burger King?

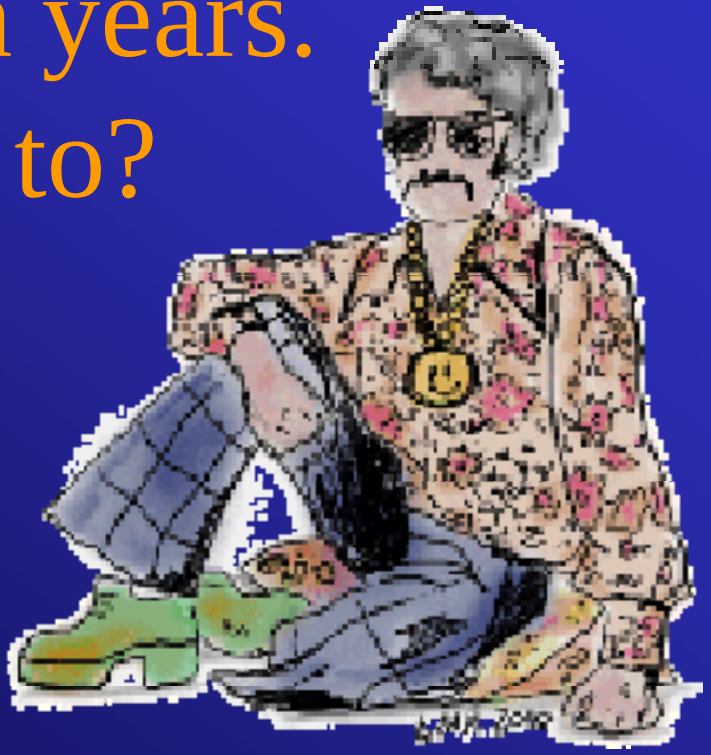
When you got there, who owned the problem?  Now that you're gone, is there a problem?  Did you "monkey it" or solve it?



# Should we go to charm school?

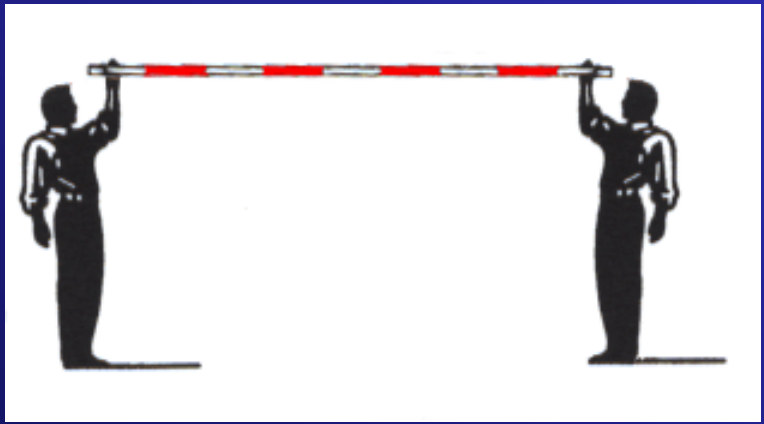
Maybe our action list should include where are you and what's wrong?

Most say a cultural change takes ten years. Does it need to?



Supervisors are rational workers, employees are emotional workers, the customer is both!!

I challenge you to raise the bar for yourself and your profession!



# We are a rolling billboard and radio show!!

Are you glad you can sit and watch Jerry Springer or are you mad because you were interrupted?

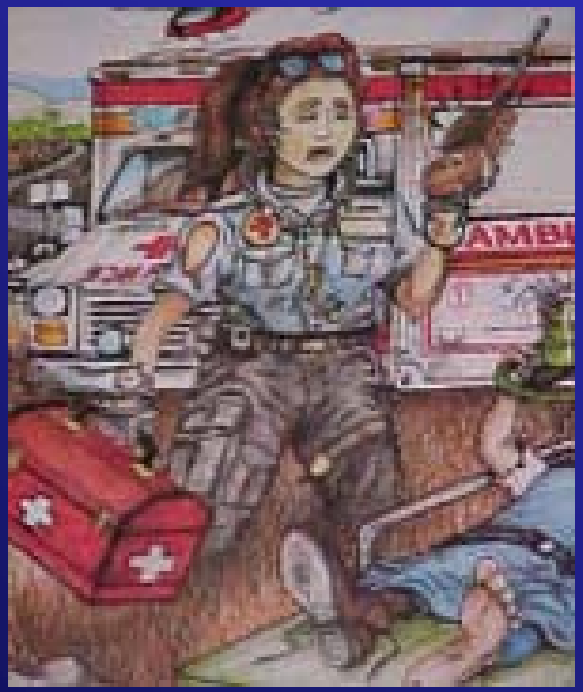
# Stretcher Medical Protocol

Are you empathizing with the patient?

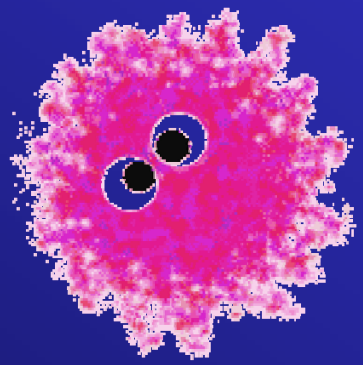
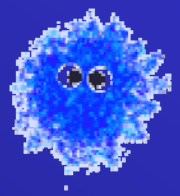
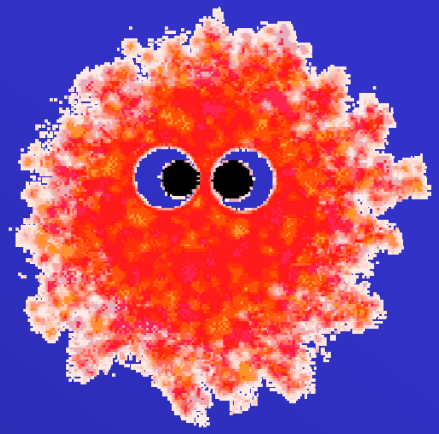
Did you give appropriate, considerate, medical care?

Did you explain what you were doing?

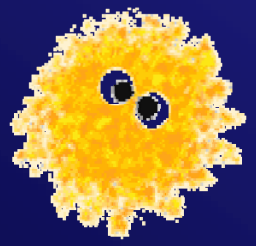
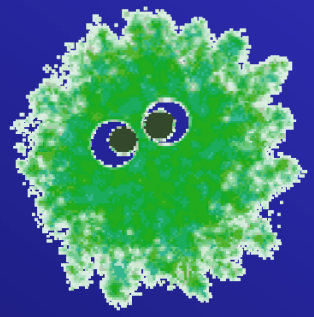
# Have you qualified yourself as a person or professional first?



Were you the best part of someone’s bad day?

# Do you have a closet full of warm fuzzies?

Did you leave them a victim or a benefactor?

# The Oxygen Car

# “Too Sweet”

Are you willing to be a patient advocate?

# How can I add value??

We should be a team of customer service representatives who happen to be highly skilled medical professionals!!!

# Media Relations:

No Conflict =
No Story

# WE NEED TO:

- Build Loyalty
- Create Satisfaction
- Have Zero Defects
- Build Relationships

Disney is on patrol

# “Words are Weapons”

Do we do emotional labor, physical labor, or both?

# Being “Nice” is emotional labor!!

Can we get old systems to do new things?

Can we “break the box” and establish a new culture?

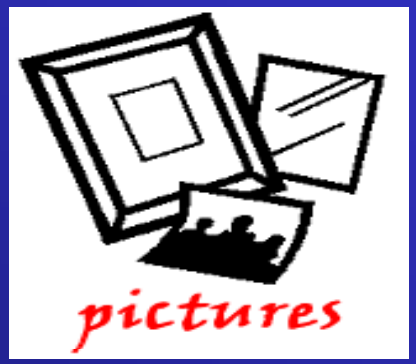
# Joe Sixpack Vs. Prof. Potbel

What have you done for the patient in his/her terms?

Its an understanding thing?

You must ask, how have I added value to this situation?

# What is really important to the patient? The 4 P's?



# MANAGEMENT!

Do you have a “Spy Network” to catch people doing things right?

Be kind!!  Every person you meet is fighting a hard battle in their lives!!

# The Small Cross

# Our *Other* Mission Statement

- Prevent Harm
- Survive
- Be Nice

If asked, can you sign your name to your daily efforts?

Defining moment?

What’s yours?

Why do you do this thing we do?

[AP PHOTO]

emergency

LIFE

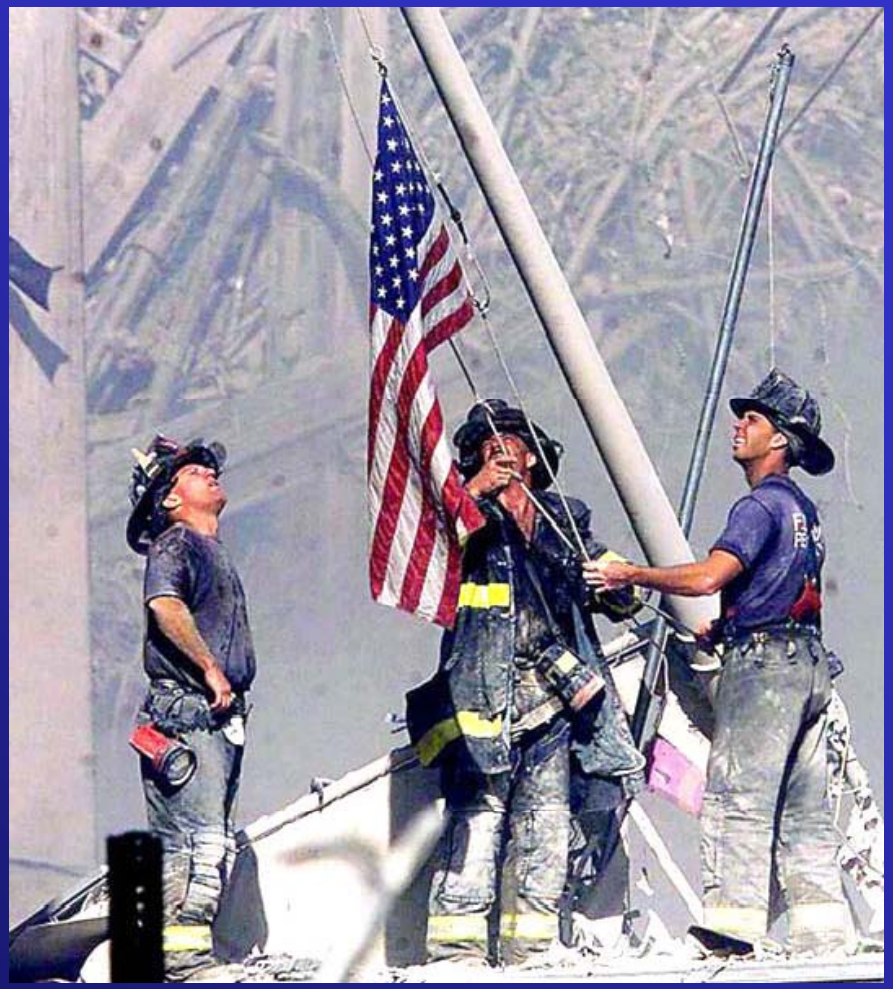
We must look out for, and correct each other!

We go in together, and go out together!!

What we do is a lifetime deal!

Its not a job, it’s a lifestyle!

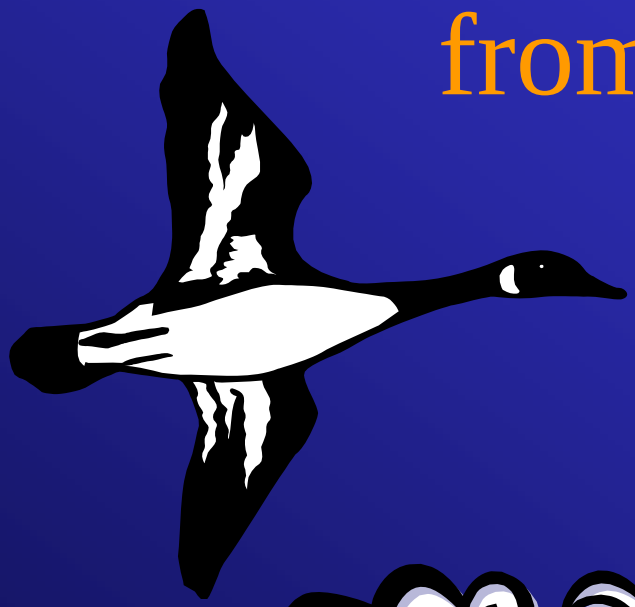
We prove ourselves by standing tall in the toughest of situations!

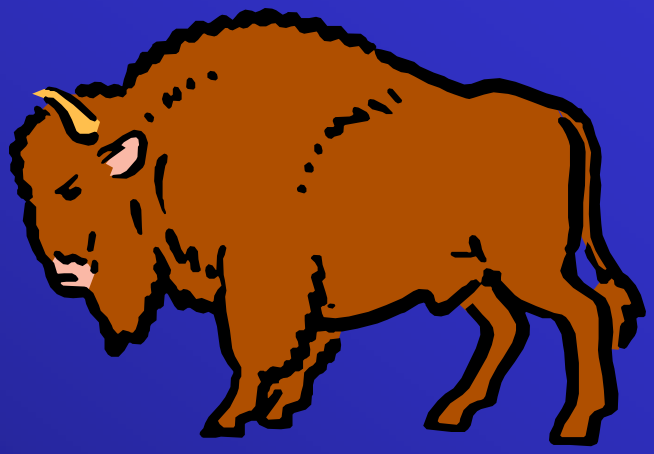


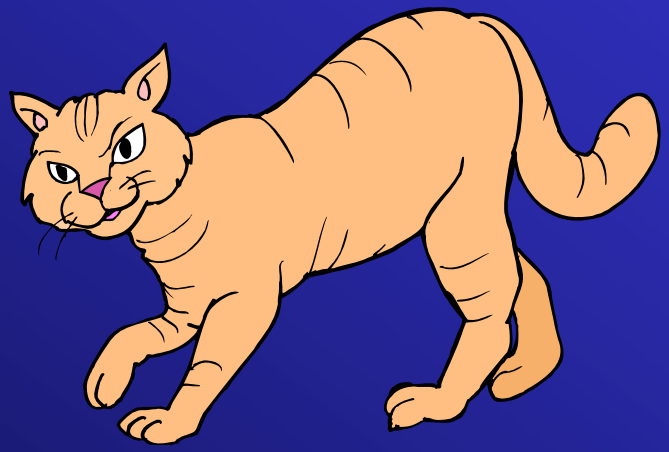
# We are trained to move toward what others run from!

Loyalty holds us all together!

# We could really learn a lot from animals:







# Wear the uniform with pride, you earned it!!

Pay your dues, earn the right to belong to our team!!

Because who do you think you are to mess it up for the rest of us?

# People Trust Us

- 70% margin
- 90% after (9/11)

# Who else?

Gets a 3 digit phone call and the keys to the fort, anytime, any place without question?

You get to take what’s precious to people!

Are You?

Precious?

NBA's

RSR's

FDP's

We are heroes to kids!

They have great expectations!

This Thing We Do

↓

human to human connection

↓

patient care

↓

in everybody's terms

# News flash!

You are in the people business!

What comes around, goes around. Put some seed in the ground!

We have our own warped sense of humor, keep it in perspective!

The past gives our identity – the future gives us our purpose!!
We must respect both

# What have you done for yourself?

Always do the right thing!

If you were tried for being good to people and doing the right thing, would there be enough evidence to convict you?

Secret to success:
Fall seven times, stand up eight!

## The paradox of our time in history is:

we have taller buildings, but shorter tempers
wider freeways, but narrower viewpoints
we spend more, but have less
we buy more, but enjoy it less
we have bigger houses and smaller families
we have more conveniences, but less time
we have more degrees, but less sense
more knowledge, but less judgment
more experts, but more problems
more medicine, but less wellness

we have multiplied our possessions, but reduced our values
we talk too much, love too seldom, and hate too often
we've learned how to make a living, but not a life
we've added years to life, but not life to years
we've been all the way to the moon, and back, but have trouble crossing the street to meet the new neighbor
we've conquered outer space, but not inner space
we've cleaned up the air, but polluted the soul
we've split the atom, but not our prejudice
we have higher incomes, but lower morals
we've become long on quantity, but short on quality

These are the times of tall men, and short character;
steep profits, and shallow relationships
world peace, but domestic warfare
more leisure, but less fun
more kinds of food, but less nutrition

These are the days of two incomes, but more divorce
of fancier houses, but broken homes

It is a time when there is much in the show window
and nothing in the stockroom

“It is only with the heart that one can see rightly.

What is essential is invisible to the eye.”

Golden Gallon
EXXON
CAR WASH
CAR WASH
VOLUNTEER
FIRE DEPARTMENT
44
POLICE 365

COUNTY EMS

TRI
COMMUNITY
H.C.E.M.S.

TRI

TRI-COMMUNITY

FIREFIGHTER PARAMEDIC
23
31
NADD
D
BALA

HAMILTON COUNTY EMS
AMBULANCE
E-6
CHATTANOOGA
HAMILTON
TRANSPORTATION

LANCE
angel
M. S. A.

21

ENGINE
2

erlanger

EMERGENCY
EXIT

AIR MEDICAL

We are doing the Lord’s work – PRESS ON!

# Thanks…

- Sean Cloud, NREMT-P, LIFE FORCE Communications
- Erlanger Medical Center – LIFE FORCE
- Tri-Community Fire Department
- All those who made their images Internet available

# Serve … Others

Your mission is to bring “a higher love” to every situation!

# Your “Marching Orders”

- Give away what you want!
- Always be grateful!
- Lift up others!!

God Bless you and yours, and may God Bless America!

# Thank you!

Ted Rogers MSA, NREMT-P

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