

Clinic 4: Delight with GEMs®

Instructions: Please complete and bring this Prework to VOICE Clinic 4. You may wish to review this Prework with your VOICE Learning Partner.

GEMs are when you **Go the Extra Mile** to meet a person's needs. They show people that you truly care about them and their experiences. Your GEMs create memorable positive experiences, and they are your most powerful tool for creating long-term satisfaction and loyalty to you and to us.

Patient Experience Ownership®

Openly share VOICES with patients and co-workers,
and find ways to give patients and co-workers GEMs that:



GEMs provide three extras

GEMs help meet all three TRU Needs — especially the Uniqueness Need. GEMs provide something extra:

1. Extra **actions** you take
2. Extra **information** or **suggestions** you provide
3. Extra **gifts**, accommodations, or amenities

Hidden Need GEMs

Some GEMs are for needs you anticipate or for hidden needs that you uncover deep in their Uniqueness Needs.



Two rules for giving GEMs

Rule 1: If you're not sure that someone will accept or value a GEM, check to be sure.

Example: *Would it help if I made those changes for you, or would you prefer to make them?*

Rule 2: Never promise what you may be unable to deliver. Under-promise, then over-deliver.

Example: A task is likely to take two hours, so promise 2½ hours. When it takes a little over two hours, the person is pleased. If you had said two hours, the person would be less pleased.

GEMs and the value you create

Look at the last box in The Five Master Skills. Your job and the value you create are determined by how well you meet your customers' TRU Needs and how well you provide GEMs.

Ultimately, giving GEMs is your most powerful way to create and own others' experiences:

- ◆ GEMs create long-term positive memories
- ◆ GEMs become stories that people tell others
- ◆ Feelings created by GEMs become associated with you (GEMs create the halo-effect)
- ◆ GEMs establish your reputation and our reputation

Prework activity

Below, write a GEM you received from a co-worker, and a GEM you gave a patient or co-worker.

GEM you received at work from a co-worker:

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GEM you gave a patient or a co-worker at work:

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During the GEMs Clinic, be ready to answer: What is the effect of giving GEMs...

...on the person receiving them?

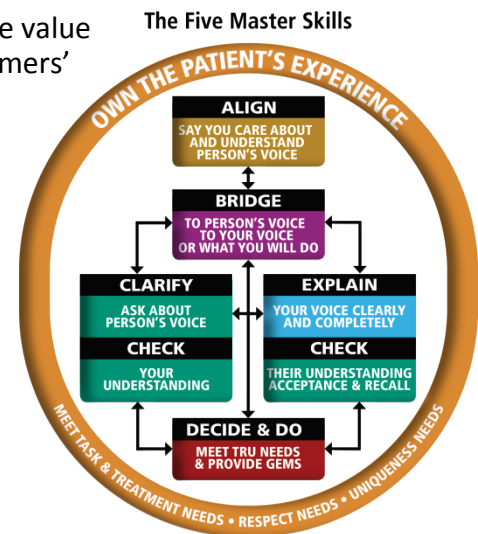
...on our relationship with the person?

...on you?

What makes a GEM a GEM?

- ◆ You don't have to give it (GEMs can become best practices)
- ◆ It's not part of your regular job responsibilities*
- ◆ The cost to us is much lower than its benefits to the receiver
- ◆ Other:

Remember VOICE's No-Late Policy and to bring your Participant Kit, Cue Cards, and this Prework. This Clinic may go up to 1 ¼ hours.



DECIDE & DO

MEET TRU NEEDS
& PROVIDE GEMS