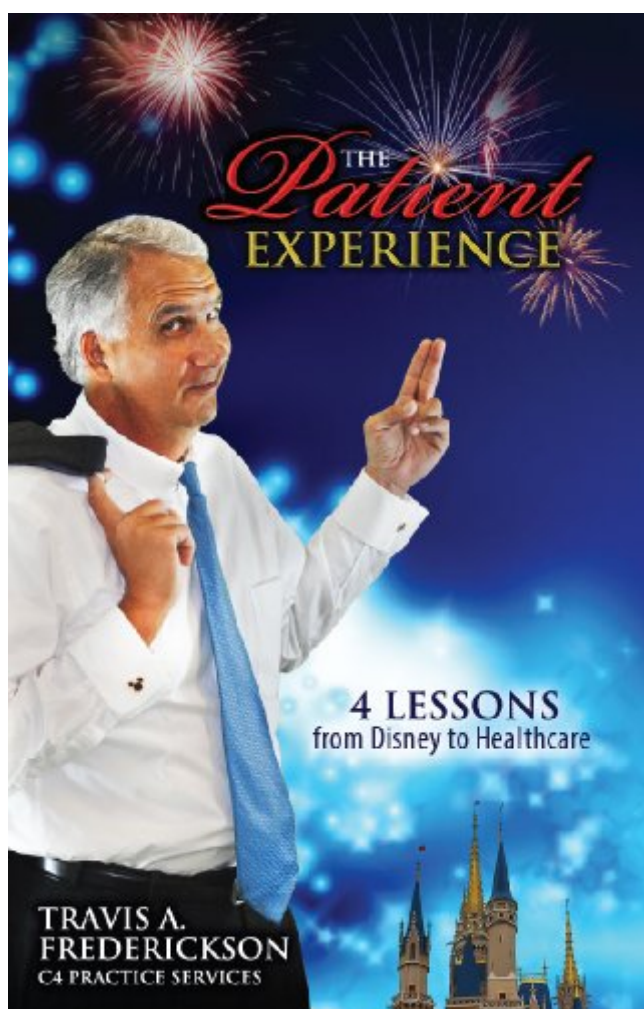


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# The Patient Experience - How Doctors & Dentists Increase Patient Referrals & Revenue Applying These Four Lessons From Walt Disney To Health Care





## Synopsis

Patients determine the value of the visit they had with your health clinic or dental practice based upon their experience. Often healthcare and dental practitioners and staff focus mostly on the clinical encounter (and that is a good thing) without understanding that patients determine the value of their visit by the total experience they have. The Patient Experience provides readers with an understanding of the Disney model of service as applied to healthcare, specifically the practice or clinic experience. Broken into 4 sections, this text provides the depth and support necessary to fully understand why time and attention should be given to the total experience of the patient. Involved in healthcare and teaching his entire career, Travis shares the insights he has gained over nearly 3 decades helping improve and teach the healthcare experience. As a student of Disney, and spending considerable time researching and using the techniques learned, Travis provides a very unique and engaging learning experience that blends these two very different worlds to provide a unique and effective Patient Experience. From Dr. Maurice Clifton, "This book is a vast compendium of leadership knowledge which draws from numerous current authors and relates them to current medical practice with a backdrop of everyone's favorite theme park, Disneyland . It will be appealing to a wide range of health care providers and administrators, weather they are new to the leadership literature or seasoned veterans looking for a new perspective from which to consider the literature. There is an interesting combination of practical examples along with an astounding diversity of leadership theory from the leaders in the field." If you manage a practice, a group of clinics, or are a physician in solo practice, The Patient Experience may be the biggest learning opportunity for the business healthcare. More information on how we can help your practice can be found at our website at <http://www.C4PracticeServices.com>

## Book Information

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## Customer Reviews

Frederickson nails it. So often, people in the medical industry only look to their own associates to learn how to build their business. But the "real world" outside of medicine has so much to offer!

Frederickson does a great job of applying some of these real world lessons to medical and dental practices. A practitioner would be crazy to pass up this advice!

Better than expected for \$2.

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