

Programme Duration – One Day

Day & Date: Sunday 4th March 2018

Timings: 09:00am to 06:00PM

Certification

A certificate of participation on the completion of the Programme will be issued by the Institute of Health Management Research, Bangalore.

Programme Fee

- ✓ **For Delegates: - Rs 1000/- ***
- ✓ **For Students: - Rs 500/- ***
- * (inclusive of tax)**
- *Group Discounts are also available.

The fees cover tuition fee, training materials, lunch, and tea/coffee during the Programme.

Payment Mode

- ✓ Demand Draft in favour of **“Institute of Health Management Research”** payable at Bangalore
- ✓ NEFT/RTGS – **HDFC Bank Ltd.**
Account Number
0053 033 000089
IFSC – HDFC000053; “Institute of Health Management Research”
- ✓ Spot registration by cash only.
(Call **'Mahesh'** to confirm)

Programme Coordinator

Dr. Usha Manjunath
director.bangalore@iihmr.org



About the Institute

Institute of Health Management Research (IIHMR) - Bangalore is a premier institute in healthcare education, research projects and training. **PGDHM (AICTE approved)** is a two-year full-time flagship programme with **Hospital, Public Health, and Health IT Management specializations**. We take up MDPs & EPDs, Certification Programs, In-house trainings, and Customized training for working professionals in Leadership, Hospital Management, Nursing Management, HMIS, Quality Assurance, Organization Behavior, Behavior Change Communication, Soft Skills etc. It is the first educational Institute in India to be **accredited by NABET as Hospital and Healthcare Consultant Organization for NABH standards**.

Venue

Bhoruka Charitable Trust (Bangalore)
CA Site No: 03, 16th A Main Road,
HAL 2nd Stage, Indiranagar, 100ft road,
Behind BBMP Office, Bangalore - 560038
Phone +91-80-25266442

Registration/Payment

Contact: Mr. Mahesh
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One-Day Training *on* **Front Office Management in Hospitals** **Professionalism and Career Development** **March 4th, 2018**



Institute of Health Management Research
Bangalore



One-Day Training on Front Office Management in Hospitals

Professionalism and Career Development

About the Training Programme

The **front desk executive** is at the heart of a hospital, creating and managing the first impression of the setup as it forms the very first yet crucial contact point. Communication, data management and customer service skills are very essential. The front desk executive is, primarily, **a coordinator**; his or her job is to ensure that all interactions between administration, employees, Patients, families, other customers/visitors, and outside services run very smoothly.

The more specific duties of a front desk coordinator vary depending on the employer (i.e., whose desk is being coordinated). In general, this job entails two distinct responsibilities: customer service and correspondence.

Front desk coordinators/executives make appointments, manage schedules, direct patients to proper locations and in most cases, would process billing and payments. Their **primary goal** is to manage the lobby/reception area effectively and efficiently. In a large set up, front desks of out-patients, consultations, In-patient admissions, diagnostic labs, or insurance desks and so on. Generally, key duties such as data entry, inventory, and other paperwork (even patient records) of every transaction must be completed. Further, they send and receive both regular mail and e-mail, answer phones, order supplies, deal with billing, maintenance and security procedures and manage the efforts of other employees.

Demands and pressures on the executives is high. Issues in billing, managing crowds, quality documentation and interpersonal conflicts make everyday job quite challenging. Professionalism and managing the career defines not only their success but also of the hospitals and physicians. Competent front desk personnel will not only provide the necessary support for coordination, they also play a significant role in patient healing process and comforting.

Topics to be covered

- ✓ Overview of healthcare front office (medical terms, soft skills, patient/family & physician expectations, job requirements)
- ✓ Front office ambience, facility, and services marketing
- ✓ Appointment scheduling, billing and payment, data entry and reporting
- ✓ Patient experience, dealing with various types of patients (Regular, VIP, Emergency, Insurance, Paid/Non-paid, Corporate and others) and patient satisfaction
- ✓ Dealing with difficult situations – emotional/angry patients, crowd, and delays/waiting times
- ✓ Healthcare Communication – Speaking & listening, empathy, information/content accuracy, conveying bad news, counseling, privacy-confidentiality, and professional communication
- ✓ Technology based communication – Telephone, mobile, internet and emails
- ✓ Managing self – Style, grooming, body language, work-life balance, stress, positivity & service attitude
- ✓ Managing teams – interpersonal communication, interdepartmental communication, etiquette
- ✓ Special desks – Tips for managing emergency/trauma, In-patient, lab, diagnostics and 'Executive Health Checks', International Desks (Medical Tourism)
- ✓ Documentation and Quality Assurance - NABH requirements

Who Should Attend

Front office personnel, junior level hospital administrators, students of hospital, public health and hospitality management, nurses, nursing administrators, NGOs with health services, persons employed in clinics, nursing homes, home healthcare, diagnostic centers, day care, clinical labs, and other types healthcare organizations/service industry.

Training Methods

The training aims to develop **competencies among participants for effective front office management** in various types of healthcare care organizations. Experienced speakers/trainers from renowned academic and healthcare organizations will conduct the sessions. The training would include interactive sessions, role plays, games, case studies, work sheets, power packed presentations, quiz, and prizes.

Expert Trainers

- **Dr. Usha Manjunath**, Director **IIHMR B**
- **Dr. Ajit Benedict Ryan**, Medical Director, Hosmat Hospital Pvt. Ltd., Bangalore
- **Dr. G. S. Suryaprakash**, Project Director, Boruka Charitable Trust (Bangalore)
- **Dr. Preeti Sharma**, Trainer, Entrepreneur, Medico-Marketing Consultant, Red Broom, Bangalore
- **Dr. Nagasubramanian**, GM, Clinical Services, HCG Hospitals, Bangalore
- **Ms. Madhuri**, COO, RK Hospitals, Bangalore
- **Dr. Chandan Das**, CEO, Blossom Group of Hospitals, Bangalore
- **Dr. Sarala R.** Asst. Professor, IIHMR B
- **Dr. Veena R.** Asst. Professor, IIHMR B