



## **Advanced Healthcare Customer Care Excellence Training Course**

19 – 23 April 2027  
Barcelona

## Advanced Healthcare Customer Care Excellence Training Course

**Ref:** 1451\_207076 **Date:** 19 – 23 April 2027 **Location:** Barcelona **Fees:** 5700 Euro

### Overview

Advanced Healthcare Customer Care Excellence Training Course is a one-week applied programme for healthcare customer-care managers, patient-experience leaders, front-office supervisors, contact-centre leaders, service-quality professionals, and healthcare administrators. Participants build a Healthcare Customer Care Excellence Playbook covering service promises, access journeys, inclusive communication, expectation setting, difficult interactions, patient complaints management, healthcare service recovery, frontline coaching, and patient-experience measurement. Agile Leaders Training Center presents customer care as a disciplined non-clinical service system that supports respectful, timely, equitable, and people-centred healthcare.

### Who Should Attend

- Healthcare customer-care and patient-experience managers
- Front-office, reception, access, and contact-centre supervisors
- Service-quality, complaints, and relations professionals
- Healthcare administrators responsible for non-clinical service delivery
- Team leaders who coach staff across patient-facing touchpoints

The course assumes experience in healthcare service operations, administration, quality, or patient-facing support. It does not teach diagnosis, treatment, clinical advice, or resolution of clinical complaints without the authorized clinical route.

### Departments and Industries

The course serves organizations that coordinate non-clinical patient and family experiences across physical, telephone, and digital channels.

- Hospitals, clinics, and diagnostic services
- Primary, community, rehabilitation, and long-term care
- Patient access, reception, call-centre, and scheduling functions
- Patient experience, service quality, complaints, and relations teams
- Healthcare networks, insurers, and support-service providers

### Learning Objectives

By the end of this course, participants will be able to:



- Define measurable healthcare customer care excellence standards
- Map access and communication touchpoints across the patient journey
- Use inclusive, empathetic, and clear healthcare communication skills
- Structure difficult interactions and patient complaints management
- Lead proportionate healthcare service recovery after service failures
- Coach frontline teams and use experience evidence for improvement

## **Course Agenda**

### **Day 1: Healthcare Customer-Care Operating Standards**

- Healthcare Customer-Care Purpose and Boundary Map
- Patient and Family Service Promise
- Respect, Timeliness, Equity, and Privacy Standards
- Service Role and Clinical Escalation Boundary Matrix
- Observable Customer-Care Behaviour Checklist

### **Day 2: Access Journeys and Communication Touchpoints**

- Patient Journey Improvement Map
- Access, Scheduling, Arrival, and Navigation Review
- Expectation-Setting and Update Protocol
- Inclusive Communication and Accessibility Check
- Telephone, Digital, and Face-to-Face Channel Standards

### **Day 3: Empathy and Difficult Healthcare Interactions**

- Listening, Acknowledgement, and Understanding Framework
- Plain-Language Explanation and Teach-Back Check
- Emotion, Distress, and Behaviour Response Guide
- De-escalation, Boundary, and Safety Decision Path
- Handover and Escalation Communication Record

### **Day 4: Complaints and Service Recovery**

- Patient Complaints Management Triage
- Service Failure Fact and Impact Record
- Healthcare Service Recovery Conversation Model
- Resolution, Ownership, and Follow-Up Plan
- Complaint Themes and Recovery Learning Review



## **Day 5: Coaching, Measurement, and Improvement**

- Frontline Customer-Service Coaching Routine
- Observation, Feedback, and Calibration Practice
- Patient-Experience Measurement Dashboard
- Experience Evidence to Improvement Action Cycle
- Capstone: Healthcare Customer Care Excellence Playbook

### **Practical Exercises**

The course uses non-clinical scenarios from access, reception, scheduling, contact centres, diagnostic journeys, outpatient services, and discharge support.

- Suggested activity: map a fragmented journey and define service standards for critical touchpoints.
- Suggested activity: conduct an empathetic conversation with clear expectations, boundaries, and escalation.
- Suggested activity: triage a complaint, plan service recovery, and record ownership and follow-up.
- Suggested activity: coach a frontline team member and convert experience evidence into an improvement test.

### **FAQs**

#### **Who should attend healthcare customer care excellence training?**

It suits customer-care and patient-experience managers, access and front-office supervisors, contact-centre leaders, service-quality teams, complaints professionals, and healthcare administrators.

#### **How is customer care different from clinical care?**

Customer care manages service access, communication, coordination, expectations, navigation, complaints, and recovery. Diagnosis, treatment, clinical decisions, and clinical complaints remain with authorized professionals and routes.

#### **What does healthcare service recovery include?**

Participants learn to acknowledge the experience, establish facts and impact, clarify what can be resolved, assign ownership, communicate next steps, follow up, and convert recurring failures into improvement work.

#### **How does the course address difficult behaviour?**

It combines empathy and clear communication with professional boundaries, safety checks, proportionate de-escalation, documentation, and escalation through organizational procedures.



## **What practical outputs will participants complete?**

Outputs include a service promise, behaviour checklist, journey map, channel standards, communication guide, complaint triage, recovery plan, coaching routine, measurement dashboard, and integrated playbook.