



Consulting and Training | Reach New Heights

Course Name

Customer Care training program “From Healthcare Aspect”

Sector Name

Sales, Marketing and Customer Service

Document Type

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Customer Care training program “From Healthcare Aspect”

Course Introduction

In today’s healthcare environment, exceptional customer care is essential to ensuring positive patient experiences, fostering trust, and improving overall service quality. The Customer Care Training Program – From a Healthcare Aspect is a comprehensive five-day course designed to equip healthcare professionals with the necessary skills to provide outstanding patient-centered care.

This **BOOST** program focuses on effective communication, empathy, conflict resolution, and service excellence, addressing the unique challenges of customer service within healthcare settings. Participants will learn to enhance patient interactions, manage complaints professionally, and create a welcoming environment that prioritizes both emotional and physical well-being.

Through interactive discussions, role-playing exercises, real-world case studies, and best-practice sharing, attendees will develop a deep understanding of how customer care directly impacts patient satisfaction, hospital reputation, and healthcare efficiency. They will explore strategies to handle difficult situations with professionalism and empathy while also learning how to integrate continuous improvement practices into their daily routines.

By the end of the course, participants will be empowered with practical skills to deliver exceptional service, build patient loyalty, and contribute to a culture of excellence within their organizations.

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Target Audience

- ✓ Healthcare professionals (doctors, nurses, and administrative staff)
- ✓ Patient relations officers
- ✓ Front desk and reception staff in hospitals and clinics
- ✓ Healthcare customer service representatives
- ✓ Anyone involved in patient experience and service excellence

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Learning Objectives

- ✓ Understand the importance of customer care in healthcare settings.
- ✓ Develop effective communication and active listening skills for patient interactions.
- ✓ Manage difficult situations and resolve conflicts with empathy.
- ✓ Apply service excellence principles to enhance patient satisfaction.
- ✓ Foster a culture of continuous improvement in healthcare services.
- ✓ Implement patient-centric approaches to build trust and loyalty

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Course Outline

✓ **01 Day one**

Introduction to Customer Care in Healthcare

- ✓ The role of customer service in healthcare
- ✓ Understanding patient expectations and needs
- ✓ Emotional intelligence and empathy in patient interactions
- ✓ First impressions: Creating a welcoming healthcare environment
- ✓ Case studies: Good vs. poor customer service experiences

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Course Outline

✓ 02 Day Two

Effective Communication, Handling Complaints, and Conflict Resolution in Healthcare

- ✓ Verbal and non-verbal communication skills
- ✓ Active listening and responding with empathy
- ✓ Handling sensitive conversations with patients and families
- ✓ Cultural awareness and diversity in healthcare interactions
- ✓ Role-playing exercises for effective communication
- ✓ Common patient complaints and how to address them
- ✓ Techniques for de-escalating difficult situations
- ✓ Dealing with emotional patients and families
- ✓ Conflict resolution strategies for healthcare teams
- ✓ Interactive scenarios and problem-solving activities

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Course Outline

✓ **03 Day Three**

Service Excellence, Patient Experience, and Continuous Improvement

- ✓ Principles of service excellence in healthcare
- ✓ Enhancing patient engagement and satisfaction
- ✓ Personalizing the patient experience
- ✓ Measuring and improving service quality in hospitals and clinics
- ✓ Best practices from leading healthcare institutions
- ✓ Maintaining a patient-centric mindset
- ✓ The role of feedback and performance improvement

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 12, 2026	April 14, 2026	3 days	3250.00 \$	KSA , Dammam
Sept. 28, 2026	Sept. 30, 2026	3 days	3950.00 \$	Singapore , Singapore
Nov. 30, 2026	Dec. 2, 2026	3 days	3250.00 \$	UAE , Dubai
March 15, 2027	March 17, 2027	3 days	3250.00 \$	UAE , Dubai

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