

المعهد العربي للمحاسبين والقانونيين

ARAB INSTITUTE FOR ACCOUNTANTS & LEGAL



# HOSPITAL FRONT DESK MANAGEMENT Professional Diploma

Membership



HIGH AUTHORITY COUNCIL FOR  
ARAB MANAGERS

Certification



Chamber of Hospitals and  
Healthcare Society, UK

The Front Office is the first impression patients have of a Hospital, Nursing Home, Diagnostic Centre etc. and their overall experience in receiving treatment. Personnel in the Front office need to be thoroughly trained to ensure patient satisfaction. With trained people on the job, patients tend to feel comfortable and return to the same organization to receive care, thus generating repeat business.

# HOSPITAL FRONT DESK MANAGEMENT

## Professional Diploma

### COURSE OVERVIEW:

The front desk of a hospital is the microcosm of a populace – the middle class, the ultra rich, farmers, the very poor, the aging and of course the very frail and ill. All have one item in common; they don't want to be at the hospital.

### OUTLINE

#### CUSTOMER SERVICE EXCELLENCE AND PATIENT SATISFACTION

Relevance and importance of Customer Service Excellence in Healthcare  
Effectively handling different Categories of Patients  
Challenges in Catering to Insurance and other Corporate patients  
Handling Irate Customers and patient attenders  
Ensuring patient satisfaction - Contribution of the Front Office

#### PERSONAL & BUSINESS ETIQUETTE

Body Language, Personality Grooming & its importance in Healthcare  
Telephone Etiquette - Importance and Impact in Hospitals  
Dressing sense and basic Grooming tips for the Front Office

#### COMMUNICATION IN HEALTH CARE

Importance of Communication in Healthcare  
Communication is Less talking and more Listening - Learn why?  
Effective Communication for Front Office involved in Billing and Accounts  
Communicating and empathizing with attenders of a deceased patient

#### BEST MANAGEMENT PRACTICES AND CONCEPTS

Team Building / Team Dynamics  
Attitude building  
Anger, Conflict, Crisis & Stress Management  
Multi-tasking



**TOLL FREE: 800 24 25 63**  
**A I A L M E**

Tel: +971 4 29 44 001 (20LINES) Fax: +971 4 29 44 002

Mob: +971 50 108 71 71 Email: [info@aialme.com](mailto:info@aialme.com)

PO Box 95277 Office 1004 Al Rigga Business Center

Ibis Hotel Bldg. Al Rigga Rd Deira Dubai UAE