GREETER AND FRONT DESK SERVICES

FIRST IMPRESSIONS. THEY’RE OUR FIRST ORDER OF BUSINESS.

Whether it’s an actual greeter on her feet, welcoming patients and family members—or our arrival experience team behind the counters—we make sure these crisply uniformed associates are as professional as they are polite. After all, you really do only get one chance to make a first impression. Our training programs ensure that our front-line associates know your hospital and your policies well, can deliver scripted messages flawlessly and get visitors quickly acclimated.

OUR VERSATILE TEAM HELPS WITH WAYFINDING, BADGING, PARKING VALIDATIONS, WHEELCHAIR ESCORTS AND MORE.

Our greeters, lobby ambassadors and information desk associates are trained to handle all necessary activities for a great arrival experience. They start by giving a warm welcome and helping with wayfinding (directions), so everyone can get to where they need to go more quickly and with less stress. They also assist security (checking IDs, preparing visitor badges), arrange wheelchair escorts, validate parking and provide information on hospital amenities (coffee shop, restaurants, gift store, chaplain, pharmacy, etc.).

WE CONSTANTLY MEASURE, REPORT AND IMPROVE TO BRING FRONT-LINE SERVICE LEVELS TO NEW HEIGHTS.

At Towne Health, successful programs begin with the right candidates (those with a service DNA). We then train them—using best practices gleaned from our 200-hospital portfolio—so they can excel at their position. Via classes, scripting and role-playing, they become experts on your hospital and your policies. Once they’re working, we measure their performance and share the results with you each month. By making continuous improvements, we can continue to meet and exceed your goals.

“There’s something to be said for having an engaging arrival experience. We go out of our way to welcome patients, make sure they know where they’re going and, most importantly, let them know we are here to help. Making a great first impression goes a long way toward advancing the patient experience.”

—John Menghini, West Operations VP, Towne Health