

# Service Excellence Council Charter

# The Service Excellence Council™ Charter

**DRAFT**

Approved: (Date) \_\_\_\_\_

## 1.1 Mission Statement

*Providing focused representative leadership to implement and monitor the creation of a culture of World Class Patient/Customer, Employee & Physician satisfaction.*

## 1.2 Responsibilities

The Service Excellence Council is responsible for and has the authority to plan, coordinate, implement, and communicate strategies necessary to create a continuously improving customer and employee driven culture, including but not limited to:

- a. Overall leadership necessary to become an Employer and Provider of Choice.
  - i. Approve SEA nominations.
- b. Planning and coordination of the completion of Best Practices associated with the 12 Imperatives of an Employer of Choice.
  - i. Approve Annual OASIS Best Practice Plan.
  - ii. Coordinate a systematic review of all OASIS Team Best Practice projects 4 weeks prior to Service Summit #I.
  - iii. Give final approval (or not) to OASIS Team Best Practice project and completion plan.
- c. Quality meeting planning and organization of all Employer of Choice – Service Excellence Initiative™ educational sessions and related meetings.
  - i. Approve and Coordinate Annual Service Excellence Initiative™ Timetable.
  - ii. Provide input into training program content as required.
- d. Review and monitor key benchmark patient, employee, and Physician/Dentist Success indicators in a timely way for the purpose of taking appropriate action to achieve agreed upon organizational goals.
  - i. Patient Satisfaction Surveys
  - ii. Awards & Recognition Process/Teams
  - iii. Internal Support Services Scorecard
  - iv. Employee Satisfaction Survey
  - v. Empowerment Survey
  - vi. Suggestion System
- e. Encourages, coordinates, monitors, and celebrates leader adoption of a ‘Service Improvement Project’ to address priority customer dissatisfiers.
- f. Coordinate participation in the Annual HealthCare Service Excellence Conference.
  - i. Delegate Selection.
  - ii. Leveraging the Summit Awards Program (Approve and submit nominations).
  - iii. Conduct a post-conference celebration event for all Service Summit #II achievements and Summit Awards recipients.
- g. Effective organization and ongoing continuous improvement of this Council.
- h. To provide focused leadership to Service Excellence Advisors and OASIS teams.
- i. To represent the needs, concerns, and ideas of the entire organization.
- j. To ensure that Service Excellence strategies are carried out consistently through various facilities and extended to off site clinics.
- k. To collaborate with Physicians and their staff to ensure ongoing involvement, support, and alignment.
- l. To develop new policies and strategies that may be required on an ongoing basis.
- m. To engage all employees and leaders into the overall Service Excellence Initiative™ process.
- n. Adopt and amend the Charter as appropriate to your organizations changing needs.
- o. Monitor, promote, and continuously improve patient, employee, and doctor/dentist satisfaction.

*The Service Excellence Council™ Charter (cont'd)***1.3 Membership**

The Service Excellence Council Membership should be composed of representatives of all or most organizational functions, with 60% from management and 40% from frontline staff:

- a. **CEO/Executive Sponsor**
- b. **Program Director**
- c. **Service Excellence Council Chair** – chairs council meetings
- d. **Service Excellence Council Vice-Chair** - chairs meetings in absence of chair
- e. **Physician Sponsor** – consultant for Physician issues
- f. **OASIS Team Super Coaches (2)** – liaise with OASIS Teams
- g. **Service Excellence Advisor Super Coaches (2)** – liaise with SEA Teams
- h. **Physician Super Coach (1)** – liaise with Physicians

**1.4 Meeting Effectiveness**

Most Service Excellence Councils meet every 2 weeks, usually over lunch. We have included a sample Meeting Agenda – at the back of this section you may wish to use. Also included is a sample Service Excellence Council meeting evaluation form.

Ensure council meetings are conducted in a timely and effective manner through the use of:

- a. Meeting Agenda
- b. Evaluation
- c. Effectiveness Scorecard

**1.5 Communication Plan**

Explain and monitor the “Roles and Responsibilities” to everyone involved in the Service Excellence Initiative™ process via:

- a. Regular Agenda Items on:
  - Administrator Meetings
  - Leadership Meetings
  - In-services
- b. Internal Newsletters, Magazines
- c. External Publications
- d. OASIS Team Updates and Proposals

*The Service Excellence Council™ Charter (cont'd)***2.1 Project Plans**

<b>Action</b>	<b>Outcome or Deliverable(s)</b>	<b>Target Date</b>
Ensure the successful completion of the OASIS team projects, as assigned and recommended.	1. Approve OASIS team charters	1. TBD
	2. Interim Progress Report	2. Service Summit #I
	3. Final Project Report	3. Service Summit #II
Personalize the content of the Service Excellence Workshop Workbook	Customized Service Excellence Workshop Workbook	
Establish and monitor measures of satisfaction	<ul style="list-style-type: none"> <li>• Survey Reports</li> <li>• Patient Satisfaction Survey</li> <li>• Employee Satisfaction Survey</li> <li>• Internal Support Scorecard</li> <li>• Complaint/Service Recovery</li> <li>• Complaint Tracking Suggestions</li> </ul>	
Solicit and approve employee suggestions, department service improvement projects		
Make modifications to improve the effectiveness of the Service Excellence Initiative™.	Use of Year-End Progress Audit Recommendations	
Determine participation in the Annual “ <i>HealthCare Service Excellence Conference</i> ”	1. Breakthrough Awards 2. Summit Award Nominations 3. Delegates	January, 2022