

BEING PROUD TO BE PART OF DIAGNOSTIC CLINIC

The following patient's comments regarding our service seminars emphasize many service issues and shows the impact of renewed focus on service at the Diagnostic Clinic.

1. We are a service industry
2. Every encounter between a patient and Clinic staff member is a moment of truth which shapes their perception of our service quality (everyone plays an important role)
3. In a medical setting, patients judge quality NOT based on medical care, but rather, on service perception
4. We apparently hit a home run on all 5 principal determinants of service quality perception (reliability, responsiveness, empathy, assurance and tangibles)
5. Finally, as is the case with all services that are high in "credence quality",* word of mouth referrals are most important because the potential patient can live the experience vicariously through another person who already had it.

* Credence quality=Patient (customer) unable to truly judge the quality of what is done or provided.



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PEOPLE

TEAM MEMBER SHOUT-OUTS—TEAM MEMBER OF THE MONTH



- **April 2010**—Congratulations to name here. Nominated for information here. Nominated for information here.
- **March 2010**—Congratulations to Patricia Dobromolski, Patient Service Center Expeditor. Patricia was nominated for her outstanding customer service skills. She is known to

provide assistance with great patience to her co-workers and customers. She has been described as focused but always positive. "A team player who always goes the extra mile".

- **February 2010**—Congratulations to Loretta Gilbert-Wilson, Assistant I of the Human Resources Dept. Loretta was nominated for her shining example of our mission statement of Compassion, Skill and Integrity. She has been a great help to many of our employees and their family members, and has received many "Kudos" in her contacts with them.
- **January 2010**—Congratulations to Kim David, Patient Escort of the Largo Concierge Dept. Kim was nominated for her caring, enthusiastic and positive attitude. She has been described as someone who goes out of her way to assist anyone in need.
- **December 2009**—Congratulations to Tabitha Smith, M.A. (C/side). Tabitha was nominated for having great rapport with all team members and physicians, performing at high levels of efficiency, and an outstanding attitude.
- **November 2009**—Congratulations to Bob Curtis - Largo Concierge Dept. Bob was nominated for an extremely positive attitude and always being helpful to employees, patients, and physicians.
- **October 2009**—Congratulations to Ron Giles, Information Technology. Ron was nominated for an excellent reputation with co workers, physicians and supervisors. He is diligent at problem solving, polite, sociable and well liked. He exhibits every component of our service standards.



PHYSICIAN UPDATE

➤ Many thanks to all the physicians participating in our community outreach seminars, pulling up to 55 attendees! The free health seminars at the Barrington, Cypress Palms, Palm Garden, Pincrest Place, Largo Library and Oak Manor Lane and continue to be extremely popular with both residents and the public.

Upcoming seminar topics include "Skin Cancer" - Dr. Johanne Benyehuda; "Incontinence" - Dr. Erin Katz; "Diabetes" - Dr. Helen Brvenik; "Pain Awareness" - Dr. Carl Tandatnick.

- **April 2010**
 - As an additional service to guests, Dr. Doran now offers Saturday appointments at Countryside Diagnostic Clinic.
- **March 2010**
 - Congratulations to Dr. Hazelbaker who retired this month and good luck.
- **February 2010**
 - Michael Gromet M.D. joined the Dermatology Department at the Countryside Clinic.
- **January 2010**
 - Michael Tindel M.D. joined the Gastroenterology Department at the Largo Clinic.
 - Chester C. Wilmot, M.D. joined the Urology Department at the Largo Clinic.
- **November 2009**
 - Douglas Tergzini D.O. joined the Neurology Department at the Largo Clinic.

SERVICE PATIENT TESTIMONIALS



➤ "There's a young man over there in concierge that schedules testing, he is simply outstanding. He is a great representative of a great facility."

- "What a wonderful job that Terri is doing in Dr. Cortez's office, very efficient and helpful and a pleasure to work with."
- "Zafu is always warm, wonderful, friendly, compassionate, professional, helpful and pleasant. For such a small person, she has a huge heart."
- "Thank you for such a beautiful patient-pleasing clinic and courteous, helpful staff."
- "My first visit to the new facility in concert with the exemplary care I have received was a wonderful time well spent."

SERVICE



Thanks to our associates for making DC Pride a reality. As you can see from the patient testimonials we send by email (and in this newsletter), it's working.

In addition to the news stories you see in Tampa Bay Newspapers, seminar listings, Bay News 9 coverage, [word-of-mouth consumer-driven marketing](#) is the #1 strategy we use to grow our volume.

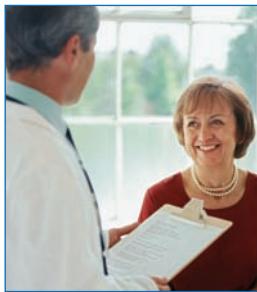
Please be an ambassador of service and continue to make this a top priority.

Consider this:

1. It is six to 10 times more costly to attract a new customer than it is to retain an existing one.
2. A satisfied customer only tells five other people.
3. An unhappy customer tells approximately 20 other people.
4. It only takes 30 seconds for a customer to form an opinion.



SERVICE CULTIVATING A PATIENT-FOCUSED SERVICE CULTURE



Most of us have never thought of healthcare as a services industry but it is. The practice of medicine is not the same as a lawn service or hair salon but we share an important attribute: we deliver services as opposed to sell products.

Services are intangible, perishable, consumed as they are produced and precise reproduction is difficult. Example? A car is a physical tangible item that can be mass produced with precision, stored, inventoried and even returned.

For service industries, the actual "product" is the customer's service experience. In the eyes of a medical consumer, perception of the service experience equals quality and drives their future medical consumer behavior.

Effective use of this knowledge provides powerful advantages over competitors. We strategize so that we can positively influence how patient-consumers choose, experience, assess and make repeat medical service purchase decisions and recommend them to others. This is how we grow our business.

Many companies seek to influence patient -customer perceptions by offering services that delight or exceed expectations. Marketing research clearly shows that the majority of each patient-customer's satisfaction is achieved by reliably and consistently meeting patients minimum expectation for adequate service. Most patients could care less about fancy frills and outside community events if their health care providers fail to meet their basic expectations of adequate service.

The good news? Diagnostic Clinic does deliver good service, even great service, on average. Unfortunately, in a service business, we don't get judged on averages (except by our most loyal of patients). We are judged by their last experience with us, and there is no wiggle room here. Disappoint them once and they may not come back.

Why worry so much about this stuff if we are doing OK? Our local market is very competitive. For our business to survive and thrive in the future, we depend on three things that are inextricably linked:

- (1) retention of existing patients,
- (2) developing existing patients into loyal patients
- (3) growth of new patients.

Retention of existing patients is simply a matter of consistently delivering what we promise in a way that meets their basic needs. Loyalty develops over time as a function of their overall satisfaction with our service and what we do to cultivate the relationship. Player pianos, valet parking, fancy new buildings, and speeches at the Chamber of Commerce have their place, but they also can hurt and hurt badly if we perform where it counts the most by meeting those basic expectations with consistency and reliability.

Loyalty is the glue that causes patients to stick with us. Our challenge is to commit ourselves to earning the loyalty of more of our patients, not just some.

(Continued of page 3)

DC PRIDE = Dedication and Commitment to **P**ersonal **R**esponsibility **I**n **D**elivering **E**xcellence.



SERVICE CULTIVATING A PATIENT-FOCUSED SERVICE CULTURE

Our long term growth is much more depends on our service strategies, not advertising or community events. They are the icing on the cake and certainly build recognition and prestige. Our first encounter with a new patient and our last encounter with our regular patient is our #1 priority. **Medical consumers rely heavily on trusted personal sources for information when selecting a medical provider.** Our research indicates that 70% of new Clinic patients choose us based on word-of-mouth recommendations of family, friends, or co-workers.

The good news is that we had almost 9000 new patients in 2008. However, how many prospective new patients did not choose us because of no report or an unfavorable report. Our 70,000 active patients and their 360,000 visits per year, provide us almost exponential opportunity for word of mouth "advertising" if we are up to the good service challenge.



Committing to good service, service training and implementing performance measures that make everyone accountable will make us a better company and improve patient-customer perceptions of service quality. As patients' overall satisfaction increases, so will their loyalty and we'll grow as a company. As part of a team, you have service goals, but you also have individual responsibility both to the team and to measure your behaviors against a standard of excellence, providing through ongoing training.

Diagnostic Clinic positions itself as unique in the market, based on the advantages of our "One Stop Medical Home." These benefits work to our advantage only if paired with consistently great service.

Mayo Clinic is probably the most highly regarded medical organization in the world. However, service has always been at the heart of what they do. The motto of Mayo Clinic is, "The needs of the patient always come first." Do our patients deserve less? Do WE deserve less?

We are a great organization made of fantastic people and have so much from which we can derive a sense of pride. I am personally proud to be a part of the Clinic and have received my care here. We do a good job but we can be better. Ask yourself, " what will my next patient think about their experience with me, and through me, with the Clinic?"

Good service starts with you. Be a leader when it comes to consistently delivering excellent service. Share your good ideas with others. A job well done without great service is a job undone DC PRIDE is where it all starts.

DC PRIDE = Dedication and Commitment to **P**ersonal **R**esponsibility **I**n **D**elivering **E**xcellence.

STORY TITLE HERE

Story copy here.

GROWTH

RIBBON CUTTING, FEB. 8, 2010



From left to right, Diagnostic Clinic President and CEO Dr. Charles Campbell, Largo Mayor Pat Gerard and Chief Medical Officer Dr. James Rivenbark

As seen in duPontREGISTRY

The opening ribbon cutting celebration included a welcome by President and CEO of Diagnostic Clinic Dr. Charles Campbell, a proclamation by City of Largo Mayor Pat Gerard, the presentation of a flag by Shirley Miaoulis, representing Congressman C.W. Bill Young, and remarks by CMO of Diagnostic Clinic Dr. James Rivenbark. Tom Morrisette, President of the Largo Mid-Pinellas Chamber of Commerce, acted as Master of Ceremonies. Diagnostic Clinic takes its place as an anchor of the new "Medical Arts District" being fostered by the City of Largo on West Bay Drive.

FINANCE THE OPTICS SHOPPE



Since March 2008, The Optics Shoppe has been run directly by the DC instead of an outside management company. With that change, 20 year optical veteran Lesli Hunter and Debbie Kleer have made lots of changes that benefit the guests...and DC employees!

1. Prices are competitive with outside retailers. *Example:* The average retail price of Varilus progressive lenses with Crizal is \$535. Optics Shop charges only \$320...a savings of \$224.
2. All prescription frames and lenses come with a FREE two year warranty against scratching and breaking.
3. Designer frames at affordable prices include Gucci, Kate Spade, Vera Wang, Jhane Barnes, Dana Buchman, ALEX Nicole, Carrera, Cocoons and more.
4. In addition to frames for men and women, magnetic clips, sunglasses and readers, The Optics Shoppe sells eye glass cleaner and eyeglass chains and cords at affordable prices.
5. **DC Employees** get 30% off prescription frames and lenses and their family members get a 20% discount and you can use your HSA card.

GROWTH COMMUNITY AWARENESS IS BLOOMING

Many of you have seen how our marketing campaign has grown and it's part of our commitment to showcase our physicians and providers as the best in the community. Here are some highlights of our campaigns:

- FREE seminars at local community outlets including Largo Library, Pinecrest Place, Palms, Oak Manor and others. Coming next, seminars at Largo's Diagnostic Clinic lobby 5-6 p.m.
- Print ads in Tampa Bay Newspapers showcasing our services and physicians.
- News articles in St. Pete Times, DuPont Register, Tampa Bay Magazine, Bay News 9, ABC Action News.
- Friendlier, more informative patient materials with our mission statement "Your One Stop Medical Home" on new Patient ID cards, new patient packages, 7/24 Online Office and seminar flyers and more.
- An informative program brochure and coming soon, updated specialty brochure with physicians photos and bios.
- Informative, easy to use website with biweekly updates and our 24/7 Online Office.
- Walgreens Take Care Clinic out reach program with patient concierge rolodex cards, brochures and other referral.

- Improved signage and banner stands with our key features and benefits.
- An ever-changing program video and slideshows highlighting Diagnostic Clinic physicians, providers and services.
- Direct mail postcards
- Billboards
- Circle of Friends testimonial series
- Healthy You patient newsletter
- All our ads and seminar flyer and news articles

100+ Physicians & Providers
 Adult Primary Care | Audiology/Hearing Aids | Massage Therapy
 Podiatry | Physical Therapy | Optic Management
 Surgery/Specialty | Dermatology | Imaging/Mammography
 The Optics Shoppe | Physical Therapy | Laboratory Services

Free Seminars Meet Our Doctors

Dr. Jeppera Ramesh
 Ophthalmology, Retina & Vitreous
 Wednesday, March 10, 2010 10:00 a.m.
 Wednesday, March 10, 2010 10:00 a.m.

Dr. Andrew Rosenblatt
 Skin Care
 Wednesday, April 28, 2010 11:00 a.m.
 Wednesday, April 28, 2010 11:00 a.m.

Dr. Warren Goldstein
 Neurology
 Tuesday, March 16, 2010 11:00 a.m.
 Tuesday, March 16, 2010 11:00 a.m.

Dr. Michael Whelan
 Endocrine/Pain Management
 Wednesday, March 10, 2010 11:00 a.m.
 Wednesday, March 10, 2010 11:00 a.m.

Dr. Bob Kato
 Endocrine/Pain Management
 Wednesday, March 10, 2010 11:00 a.m.
 Wednesday, March 10, 2010 11:00 a.m.

Diagnostic Clinic Physicians
 Thursday, April 29, 2010 11:00 a.m.
 Thursday, April 29, 2010 11:00 a.m.

Dr. Carl Tardif
 Podiatry
 Wednesday, March 10, 2010 11:00 a.m.
 Wednesday, March 10, 2010 11:00 a.m.

100+ Physicians & Providers
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 • Pediatrics
 • Surgeons & Specialists
 • The Optics Shoppe
 • Audiology & Hearing Aids
 • Podiatry & Dermatology
 • Physical Therapy/Massage
 • Pain Management
 • Imaging/Mammography
 • Laboratory Services

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Seeing is believing. The Optics Shoppe offers affordable, designer sunglasses.

Allergy season is here. Get relief now. Our ear, nose and throat physicians are ready to see you.

Promote your skin. Check out that mole. The stinging season is here.

Children, start your engines. Get your kids checked out before the summer camp rush starts.

Hike and hike pain-free. Our podiatry, orthopedics, pain management specialists and physical therapists can help you.

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 Hours: 10:00 a.m. - 6:00 p.m., 7 days a week, including holidays

DIAGNOSTIC CLINIC
 Carl Tardif, M.D.
 Pain Management

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simplify... your doctor visits

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imagine... all under one roof

A medical home with more than 100 medical providers and specialists, laboratory services and state-of-the-art digital imaging.

believe... in us!

A better healthcare experience is possible! We specialize in keeping family members of all ages healthy.

welcome to...

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 Your One-Stop Medical Home!

Welcome to **DIAGNOSTIC CLINIC**
 Your One-Stop Medical Home!

We specialize in keeping family members of every age healthy!

PEOPLE EMPLOYEE APPRECIATION DAY — MARCH 19, 2010



WELLNESS KEEPING PEOPLE HEALTHY DIAGNOSTIC CLINIC & Walgreens



The Dangers of Sharing Medications

Has a friend ever offered you one of her prescription medications? Studies

show that sharing medications is not uncommon. However, it is both illegal and dangerous.

Keep in mind that your doctor prescribes medication based on knowledge of your current health conditions. Your friend may be experiencing a different problem.

Sharing medication could result in her condition remaining untreated and perhaps becoming worse. In addition, the doctor is aware of other medications you are taking and selected the medication for you based on that knowledge.

Because your friend is likely to have a different medication profile, sharing your medication with her increases the risk of dangerous side effects. If your friend has a medication allergy, offering her your medication may be risky

because of the cross-reactivity of some medications. Doctors and pharmacists screen all medications for dangerous interactions and possible allergies before they are dispensed to avoid these risks.

The risks of sharing prescription medications are many. Rather than sharing your medication with family members or friends, encourage them to see the doctor instead.