

# HOW TO RUN A FRONT OFFICE & CONNECT TO OTHER DEPARTMENTS

---

Robin VeltKamp

Health Services Associates



# OBJECTIVES

---

- (1) Participants will gain an understanding of the value the front office staff brings to the clinic setting.
- (2) Participants will gain an understanding of the impact front office staff has on the patient flow within the clinic setting.
- (3) Participants will gain an understanding of the need for healthy working relationships between the front office and other departments within the clinic setting

# QUESTIONS??????

---

- Who do we put there?
- What qualifications do we look for?
- What is their value to the functions of the office?
- What are their tasks?
- How much do we pay them?
- How do we keep them?

A NEW MEDICAL GROUP MANAGEMENT ASSOCIATION STAT [POLL](#) ASKED HEALTHCARE PROFESSIONALS TO WEIGH IN ON STAFF TURNOVER AT THEIR ORGANIZATIONS. THE MAY 30, 2017 POLL INCLUDED 1,133 RESPONSES.

---

- Here are five poll findings.
- 1. The poll found 41 percent of the respondents saw staff turnover of less than 10 percent in the past year.
- 2. Twenty-eight percent of respondents reported staff turnover between 10 percent and 15 percent in the past year.
- 3. Seventeen percent of respondents said staff turnover in the past year was 16 percent to 20 percent.

A NEW MEDICAL GROUP MANAGEMENT ASSOCIATION STAT [POLL](#) ASKED HEALTHCARE PROFESSIONALS TO WEIGH IN ON STAFF TURNOVER AT THEIR ORGANIZATIONS. THE MAY 30, 2017 POLL INCLUDED 1,133 RESPONSES.

---

- 4. Only 6 percent of the respondents reported greater than 25 percent staff turnover in the past year.
- 5. **More than half** of respondents said the **highest turnover was in clinical support staff positions**, such as medical assistants, licensed practical nurses and registered nurses, according to the poll. **The poll found they also saw high turnover in front office staff, such as receptionists**, medical records and transcribing.

---

(1) Participants will gain an understanding of the value the front office staff brings to the clinic setting.

(I) PARTICIPANTS WILL GAIN AN UNDERSTANDING OF THE VALUE THE FRONT OFFICE STAFF BRINGS TO THE CLINIC SETTING.

---

- Front Desk staff are the frontline of the clinic.
- They are the greeters/welcome committee.
- They help set the initial mood of the visit within the clinic.
- They are the eyes for the clinic back work area.

# (I) PARTICIPANTS WILL GAIN AN UNDERSTANDING OF THE VALUE THE FRONT OFFICE STAFF BRINGS TO THE CLINIC SETTING.

---

- They drive the billing.
- They take and direct messages.
- They handle money.
- They monitor and maintain the patient schedule.



(I) PARTICIPANTS WILL GAIN AN UNDERSTANDING OF THE VALUE THE FRONT OFFICE STAFF BRINGS TO THE CLINIC SETTING.

---

They are more than a warm body filling a spot in the office.

(I) PARTICIPANTS WILL GAIN AN UNDERSTANDING OF THE VALUE THE FRONT OFFICE STAFF BRINGS TO THE CLINIC SETTING.

---

- **6 Attributes to Look for in a Great Receptionist**
- Effective communication. Naturally, a receptionist should have excellent verbal communication skills.
- Professionalism.
- Interpersonal skills.

(I) PARTICIPANTS WILL GAIN AN UNDERSTANDING OF THE VALUE THE FRONT OFFICE STAFF BRINGS TO THE CLINIC SETTING.

---

- **6 Attributes to Look for in a Great Receptionist**
- Multitasking capabilities.
- Organizational abilities.
- Technical prowess.

---

(2) Participants will gain an understanding of the impact front office staff has on the patient flow within the clinic setting.

## (2) PARTICIPANTS WILL GAIN AN UNDERSTANDING OF THE IMPACT FRONT OFFICE STAFF HAS ON THE PATIENT FLOW WITHIN THE CLINIC SETTING.

---

- Front Desk staff are the frontline of the clinic.
  - New Patient – initiate the visit experience
  - Established Patient- continue the rapport of the patient to the clinic
  - Collect the patient information – forms, signatures, etc.
  - Sometimes they are the lifeline for the patient calling in needing 911 assistance.

## (2) PARTICIPANTS WILL GAIN AN UNDERSTANDING OF THE IMPACT FRONT OFFICE STAFF HAS ON THE PATIENT FLOW WITHIN THE CLINIC SETTING.

---

- They are the greeters/welcome committee.
  - Think of the Wal-Mart greeter.
    - Friendly
    - Provide direction and assistance
    - New Patient doesn't know where things are (restroom, etc.)

## (2) PARTICIPANTS WILL GAIN AN UNDERSTANDING OF THE IMPACT FRONT OFFICE STAFF HAS ON THE PATIENT FLOW WITHIN THE CLINIC SETTING.

---

- They help set the initial mood of the visit within the clinic.
  - Set the mood for the visit. Remember that patients arrive most of the time sick and not feeling well. How are they met with the front desk reception?
    - Is there kindness? Empathy? Assurance?
    - Is there rudeness? Apathy? Feeling of imposition?

## (2) PARTICIPANTS WILL GAIN AN UNDERSTANDING OF THE IMPACT FRONT OFFICE STAFF HAS ON THE PATIENT FLOW WITHIN THE CLINIC SETTING.

---

- They are the eyes for the clinic back work area.
  - Air traffic controller.
    - Are the patients getting roomed in a timely manner?
    - What if they had an injection and now wait in the front waiting area?
    - Front door guidance? Safety or danger.
    - Take questions or Sample pick up
    - Patient not acting in their typical manner



## (2) PARTICIPANTS WILL GAIN AN UNDERSTANDING OF THE IMPACT FRONT OFFICE STAFF HAS ON THE PATIENT FLOW WITHIN THE CLINIC SETTING.

---

- They drive the billing.
  - Fact finder/Investigator
    - Demographics
    - Insurance information
    - Change of information
    - Appropriate signatures (Consent)

## (2) PARTICIPANTS WILL GAIN AN UNDERSTANDING OF THE IMPACT FRONT OFFICE STAFF HAS ON THE PATIENT FLOW WITHIN THE CLINIC SETTING.

---

- They take and direct messages.
  - Telephone switchboard operator
    - Take messages
    - Direct calls
    - Diffuse patients who have not heard anything on their previous call (sometimes just 10 minutes ago)

## (2) PARTICIPANTS WILL GAIN AN UNDERSTANDING OF THE IMPACT FRONT OFFICE STAFF HAS ON THE PATIENT FLOW WITHIN THE CLINIC SETTING.

---

- They handle money.
  - They are a bank teller.
    - Collect co-pays
    - Some calculate the payment based on sliding fee scale
    - Some collect amount due from statement from billing office (other location)
    - Balance daily financial worksheets & balance drawer

## (2) PARTICIPANTS WILL GAIN AN UNDERSTANDING OF THE IMPACT FRONT OFFICE STAFF HAS ON THE PATIENT FLOW WITHIN THE CLINIC SETTING.

---

- They monitor and maintain the patient schedule.
  - They are the event planner
    - Schedule templates
    - Reschedule appointments
    - Cancellations

---

(3) Participants will gain an understanding of the need for healthy working relationships between the front office and other departments within the clinic setting.

### (3) PARTICIPANTS WILL GAIN AN UNDERSTANDING OF THE NEED FOR HEALTHY WORKING RELATIONSHIPS BETWEEN THE FRONT OFFICE AND OTHER DEPARTMENTS WITHIN THE CLINIC SETTING.

---

- Blame doesn't always belong on the front desk.
  - They are easily used as the scapegoat by patients.
  - They are easily used as the scapegoat by clinic staff and providers
  - They are easily used as the scapegoat by other departments

(3) PARTICIPANTS WILL GAIN AN UNDERSTANDING OF THE NEED FOR HEALTHY WORKING RELATIONSHIPS BETWEEN THE FRONT OFFICE AND OTHER DEPARTMENTS WITHIN THE CLINIC SETTING.

---

- **High Turnover**

- **Are you creating a desirable work setting?**
- **Are tasks appropriately assigned and performed?**
- **Are you hiring appropriate staff and training them adequately?**
- **Are you offering effective ways for staff to communicate?**
- **Are staff members supporting each other?**

- Capko, Judith (2001). Identifying the causes of staff turnover. *Fam Practice Management*



### (3) PARTICIPANTS WILL GAIN AN UNDERSTANDING OF THE NEED FOR HEALTHY WORKING RELATIONSHIPS BETWEEN THE FRONT OFFICE AND OTHER DEPARTMENTS WITHIN THE CLINIC SETTING.

---

- Give respect to the staff members
- Understand the tasks they are responsible to handle
- Know the value of the position
- Healthy communication is vital
- Keep a pulse on the morale within the clinic



### (3) PARTICIPANTS WILL GAIN AN UNDERSTANDING OF THE NEED FOR HEALTHY WORKING RELATIONSHIPS BETWEEN THE FRONT OFFICE AND OTHER DEPARTMENTS WITHIN THE CLINIC SETTING.

---

- What do they need?
  - To feel valued and appreciated
  - Continuing education for their positions
  - Breaks and support
  - Healthy Communication

# QUESTIONS??????

---

- Who do we put there?
- What qualifications do we look for?
- What is their value to the functions of the office?
- What are their tasks?
- How much do we pay them?
- How do we keep them?

# QUESTIONS AND ANSWERS

---



# CONTACT INFO

---

Robin VeltKamp

RHC Quality Assurance and Education

Email: [rveltkamp@hsagroup.net](mailto:rveltkamp@hsagroup.net)

Phone: 231.250.0244

[www.hsagroup.net](http://www.hsagroup.net)

