

Staff Survey and Communication Focus

In today's work environment, many staff members value the opportunity to give their input, express their opinions and ideas, or use their initiative. The savvy dentist sets aside time for meaningful discussions about the business of the practice, service to patients, marketing, and such. Asking your team members to answer questions on the following survey can mean the difference between average service in an average office and outstanding, superior service in a top-notch office — service that far surpasses patients' expectations, stimulating them to exclaim to others about your office and the excellent care they receive there. Keep in mind that almost 75% new patients come from referral by current satisfied patients. You and your staff want to create "raving fans" as Ken Blanchard and Sheldon Bowles call customers who refer others in their book, *Raving Fans, A Revolutionary Approach to Customer Service*.

Team Communication

Communication must become a priority in order for communication to improve. This statement sounds redundant, but it is not. The following **Staff Survey** and **Staff Communication Focus** are two excellent tools for use at staff meetings or retreats. Allow at least 24 hours for completion before discussion.

Staff Survey

Please read and answer the following questions:

1. What do you enjoy most about your job?
2. What do you enjoy least?
3. Are you allowed to do everything you feel competent to do?
4. Do you feel you are asked to do things you should not do? If so, what?
5. Are there things you would like to do, but are not allowed to do because of lack of knowledge or experience? If so, what?
6. Do you have any suggestions to improve the working conditions and/or the atmosphere in our office? If so, what?
7. Do you have any suggestions to improve the physical layout of our office?
8. In a minimum of 100 words, please write about your long-range dental career plans.

Staff Communication Focus

1. List 3 things that have happened to you in the past six months (or year).

2. List 3 good things that have happened to the practice in the past six months (or year).

3. Pretend you are a patient of ours. Rate the aura, the ambience, the atmosphere you feel when you come in for an appointment.

Excellent _____

Fair _____

Good _____

Poor _____

4. If the rating is less than excellent, list three things you can do or would like to see happen to help improve the practice ambience.

5. How do you rate the team spirit and sense of friendly cooperation in our practice?

Excellent _____

Fair _____

Good _____

Poor _____

6. If the rating is less than excellent, list three things you can do or would like to see happen to improve the group camaraderie.

7. Do you feel appreciated?

By co-workers?

Frequently _____ Seldom _____
Occasionally _____ Never _____

By the dentist(s)?

Frequently _____ Seldom _____
Occasionally _____ Never _____

8. Do you give appreciation?

To co-workers?

Frequently _____ Seldom _____
Occasionally _____ Never _____

To the dentist(s)?

Frequently _____ Seldom _____
Occasionally _____ Never _____

9. Do you receive help in difficult situations that occur during the workday without having to ask?

10. Do you give help to others?... without having to be asked?

11. Rate communication among the staff.

Excellent _____ Fair _____
Good _____ Poor _____

12. Rate communication between the dentist and the staff.

Excellent _____ Fair _____
Good _____ Poor _____

9. Are all staff members fully informed about matters concerning the practice? _____
If not, how many are informed? _____

10. Do you have opportunities for frequent one on one discussions with other staff members? _____;
with the dentist? _____

11. Do you receive performance evaluation and growth appraisals from your dentist(s)? _____
If not, would you like to receive such feedback? _____ How often? _____

12. List each staff member's name; the most important contribution they make to the practice professionally; the most important contribution they make personally.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

13. Please list other ideas to improve communication in the office: