



QUINLEY RISK ASSOCIATES, LLC

CLAIMS COACH BLOG

by Kevin R. Quinley, CPCU, AIC, ARM

October 2014 - Adjusters: Take Heed from Medical Offices on How NOT to Handle Customers

Don't get me wrong. I like my family doctor. But it's the outlook of the medical establishment and the administrative procedures of offices that drive me crazy.

Exhibit A: I just got an automated "robo-call" from my family doctor's office telling me that it is time to schedule an appointment. It says call the office the schedule an appointment.

End of story.

So, I dutifully call the office. The first four times I call, the line is busy.

Finally, I get through.

Them: "Doctors' Offices – please hold." [Nice greeting!]

After a few minutes on hold, them "How can I help you"

Me: "I received an automated `robo call' from your office telling me to schedule an appointment."

Them: "What's the reason for the appointment?" [WTF??]

Me: "I'm not sure, you called me."

Them: "Did it say the reason for the appointment?"

Me: "It was an automated robo-call. It didn't go into any detail or reason."

Only after this exchange did I get an appointment. Does that make any sense?

By the way, don't call my dentist on Fridays. She is closed that day.

When I have an upcoming dentist appointment, the appointment secretary phones to confirm and -- if I am not sitting by my phone awaiting her call -- she leave a message asking me to call her back to confirm. Note: I have no track record of missing or being a "no-show" at dentist appointments. But, I'm not going to waste my time phoning her to confirm that I got her confirming phone call. Where does it end?

Who is the customer here and who's the service provider?



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Could any successful business run its operation in such a customer-hostile method?

Rhetorical questions, admittedly.

Moral: Assess your own frontline procedures, intake processes and administrative systems in your claim offices and operations. Ask yourself, "Are these designed for the convenience of the claim staff or for the convenience of paying customers?"

It's like Lily Tomlin's Ernestine skit where she says, "We don't have to care – we're the phone company."

Many hospitals and doctor's offices seem to exude the same attitude. It is a privilege for you to utilize their services and you should be grateful and thankful.

Don't emulate the medical establishment's hubris.

(P.S. Please confirm that you received this message ☺)

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