

# Transforming service standards at UCLH Private Healthcare using WorldHost



## Background

UCLH Private Healthcare is part of University College London Hospitals NHS Foundation Trust (UCLH) and with staff having been redeployed to support NHS colleagues and patients during Covid-19, the private healthcare services at UCLH had been limited for the duration of the pandemic. As the service team management started planning to reinstate services they wanted an engaging and positive solution to refresh the minds of the team in terms of the importance of providing a consistently high quality experience for private healthcare patients. A refurbishment of two wards at the hospital was also set to offer a better environment for patients, and with complaints about visual aspects all set to be removed, this presented an opportunity for staff to focus on going the extra mile to deliver a higher level of service excellence for patients.

## The solution

Having been recommended WorldHost training by a colleague, the team at UCLH Private Healthcare wanted to begin by training 35 members of staff in the WorldHost Principles of Customer Service face-to-face workshops. The programme appealed to them as an organisation as it would help set the principles of quality service and bring them together in an interactive environment to reset the standards as a team. With a desire to build a culture of service excellence, the team were also keen to develop capacity within the organisation to train future team members and expand the training to more staff, so we also proposed training a member of the team to become an approved WorldHost trainer.

## Outcomes & Impact

After joining an in-depth session with our WorldHost trainer ahead of the training to discuss contextualising the workshop and how things might be received, the private healthcare team at UCLH were delighted to see participants respond so positively in the sessions. Framing the 'customer' up front helped their teams understanding and the trainers' approach created very open, inclusive, and engaging sessions which saw participants actively interacting and leaving enthused.

*The WorldHost Principles of Customer Service is an empowering course for staff. It didn't feel like training per se, it's inclusive and it made our teams reflect on what do better. And when they take ownership the result is hugely more powerful.*

- Lewis Humphrey, Service Manager
- Private Healthcare, UCLH Private Healthcare



With their standards now reset and a small but growing team returning to the wards, UCLH Private Healthcare now plan to extend the training to the wider team - including those who work behind the scenes in areas such as admin and billing and have important interactions with 'customers'. And with a member of their team set to become an approved WorldHost trainer, they also plan to train new starters in the programme, helping to embed a culture of service excellence and ensure all staff deliver a consistent service.

*We'd definitely recommend WorldHost to other healthcare providers - the trainer was fantastic and it's a versatile programme so it can be easily contextualised. Ultimately the principles of great service are the same regardless of industry.*

- Lewis Humphrey, Service Manager
- Private Healthcare, UCLH Private Healthcare

