<table>
<thead>
<tr>
<th>Case Study – Actual Service Blooper (from the patient’s view)</th>
<th>What is Wrong with This Picture (list as many as possible)</th>
<th>Better – How could we prevent this from ever happening again of minimize its harm to our customer service</th>
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Blooper Book: Turning Lemons into Lemonade

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Overview: Have you ever watched the TV bloopers? It is where what was planned goes awry. In service delivery, bloopers can cause grief to an otherwise good experience. Here’s a way to engage the staff in recognizing their harm and taking an active role in never letting them occur again.

Goal
1. Get the workforce to comprehend service ‘flops’ from the patient’s eyes
2. Use mistakes as a platform to declare we will NEVER allow this again.
3. Provide orientees how what they do or don’t do impact the patients

Participants: A service SWAT team or better yet, an entire workforce

Procedures:
Column 1 Manager or team representative writes up the departmental blooper from the patient’s perspective. Elaborate on how the patient might have felt during the service drop.
Column 2 All staff or SWAT team
- Read the case study as presented from patients viewpoint
- List all the possible service ‘flops’ where service was dropped
- Write what you think would prevent this from ever happening again or minimize/recover from its effects.
Column 3 Manager or SWAT team
- Collect all the staff’s input
- Summarize those pointers that would have made a difference.
- Transform these pointers into a procedure or process changes.
- Where staff compliance is required, present the new change and gain staff agreement to follow new procedures and endeavor never allow this again.
- Catalogue Blooper, What Went Wrong and Solution in the Blooper Book. It is the staff’s banner to say, we will never allow this again.