2023 Fall member retreat speakers

About our MaineHealth speakers:

Dusty Lavoie

Customer Service Supervisor

Dusty Lavoie, Ph.D., is a Customer Service Supervisor at MaineHealth. Dusty has an extensive background in education, having earned his B.S. in Secondary Education in English; his M.A. in English with a specialization in Rhetoric, Composition, and Persuasion; and his Interdisciplinary Ph.D. in Communication and English. He has over a decade of teaching experience in the secondary and postsecondary settings, including several years of remote teaching.

Additionally, he has worked in various call center settings over the past two decades in technical support, customer service, and quality assurance.

Louanne Pictou

Customer Service Supervisor

Louanne Pictou is a Customer Service Supervisor at MaineHealth. Louanne has over thirty years of experience in the healthcare field, having served many roles over the years in hospital and professional billing, front-end work, quality assurance and training, as well as customer service.

She has held management roles in some of the top 25 insurance billing houses, having worked from the ground floor up to leadership capacities in a variety of healthcare environments.

Learning objectives
Modernizing staff recruiting, training and quality auditing teams

- Review staff recruitment and hiring strategies from the perspective of a customer service call center

- Relate training strategies to those intended for staff who have the capacity to advance soft skills, deescalate patient concerns of frustrations, and deliver a truly empathetic and positive experience

- Verify the latest shifts and initiatives in call center staffing, workflow and performance management

![Clarivate™ logo]

MaineHealth at a glance

- MaineHealth is a not-for-profit integrated health system consisting of nine local health systems, a comprehensive behavioral health care network, diagnostic services, home health agencies, and 1,700 employed providers working together through the MaineHealth Medical Group.

- With approximately 22,000 employees, MaineHealth provides preventive care, diagnosis and treatment to 1.1 million residents in Maine and New Hampshire.

Organization Facts & Figures	
Clinic locations	200+
Regional hospitals	12
Staffed beds	1,434
Employees	22,000+

"Working together so our communities are the healthiest in America."

– Andrew T. Mueller, MD
MaineHealth CEO

The new Malone Family Tower will open in 2024

The skyline of Portland behind Maine Medical Center

Agenda

Modernizing staff recruiting
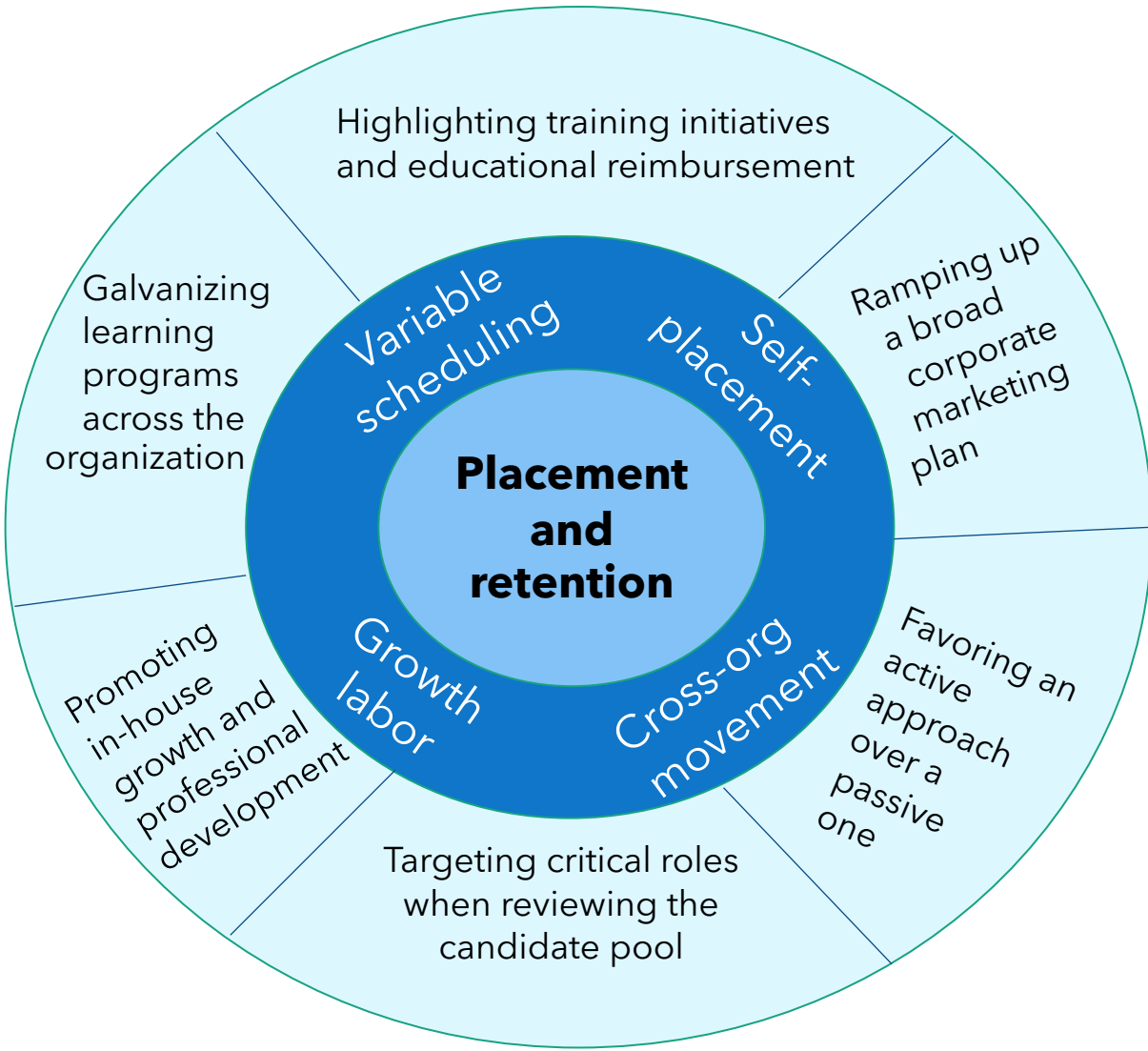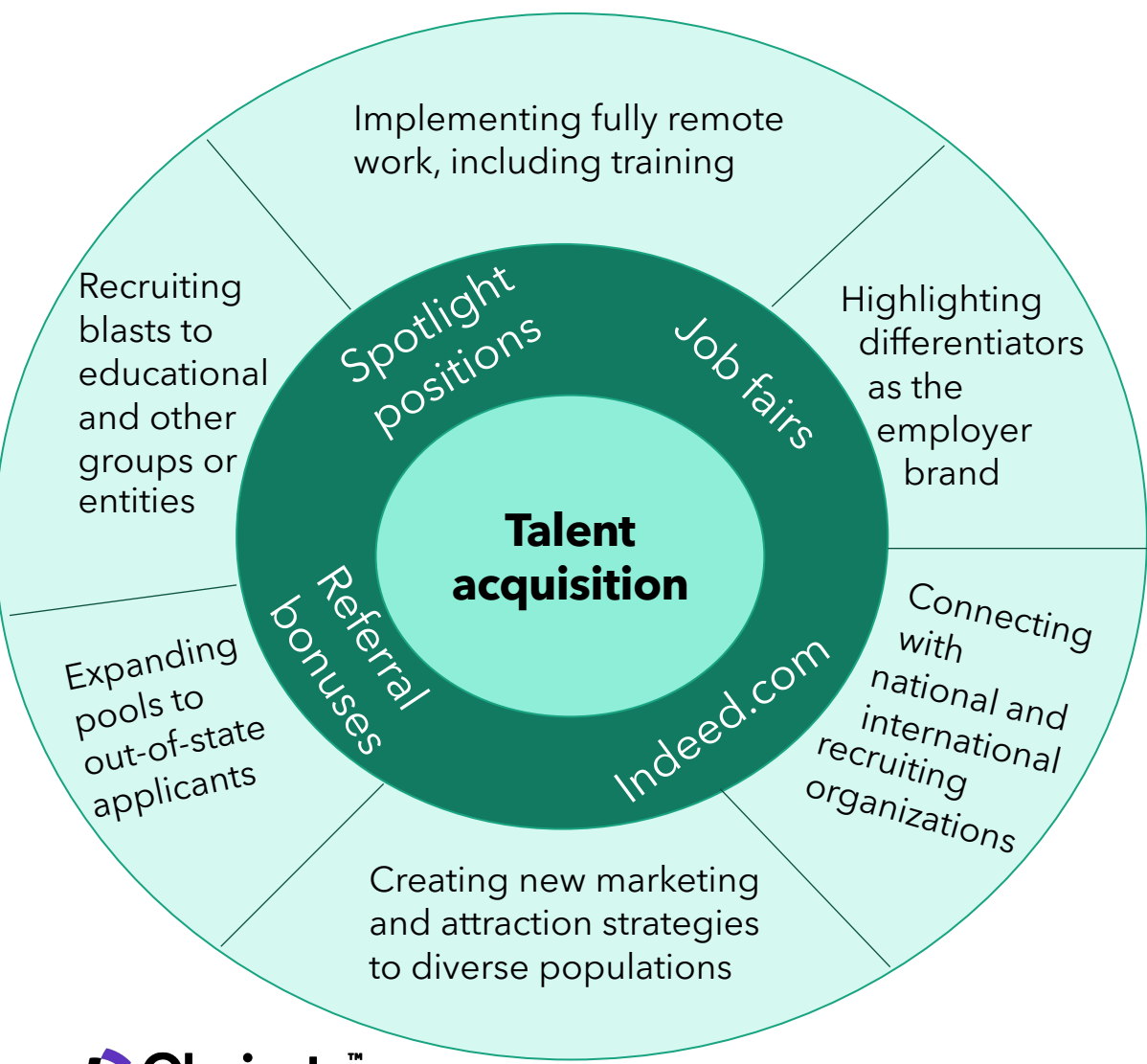
Modernizing training

Modernizing auditing

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Modernizing staff recruiting

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Modernizing staff recruiting
Traditional and future landscape

Talent acquisition (inner ring): Spotlight positions · Job fairs · Indeed.com · Referral bonuses

Outer ring:
- Implementing fully remote work, including training
- Highlighting differentiators as the employer brand
- Connecting with national and international recruiting organizations
- Creating new marketing and attraction strategies to diverse populations
- Expanding pools to out-of-state applicants
- Recruiting blasts to educational and other groups or entities

Placement and retention (inner ring): Variable scheduling · Self-placement · Cross-org movement · Growth labor

Outer ring:
- Highlighting training initiatives and educational reimbursement
- Ramping up a broad corporate marketing plan
- Favoring an active approach over a passive one
- Targeting critical roles when reviewing the candidate pool
- Promoting in-house growth and professional development
- Galvanizing learning programs across the organization

Modernizing training

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Modernizing training
Expanding the training program, STEP-credentialing and cognitive dissonance

1. Developing a comprehensive 6-week training program from hire to on-phone proficiency:

Week one
- New hire orientation
- Targeted training modules

Week two
- Payment training
- Payment shadowing

Week three
- Customer service essentials

Week four
- Customer service soft skills

Week five
- Customer service shadowing with team leads

Week six
- Customer service shadowing with trainers

Modernizing training

Expanding the training program, STEP-credentialing and cognitive dissonance

2. Administering the Standardized Training and Education Program (STEP), an eight-week Credentialing Program for managers, supervisors, team leads and trainers to become official Epic Credentialed Trainers

3. Delivering specialized training sessions on specific education and psychological components of professional work:

Howard Gardner's Multiple Intelligences ("Learning Styles")
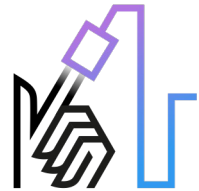
Barriers to learning

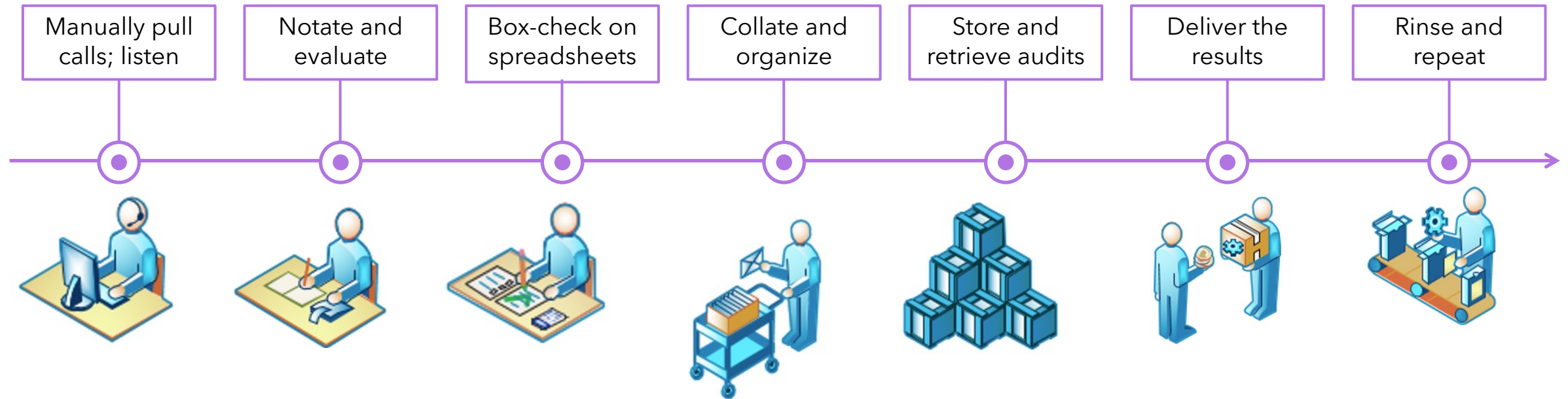**Techniques for teaching adult learners**

Overcoming cognitive dissonance

Modernizing auditing

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Modernizing auditing
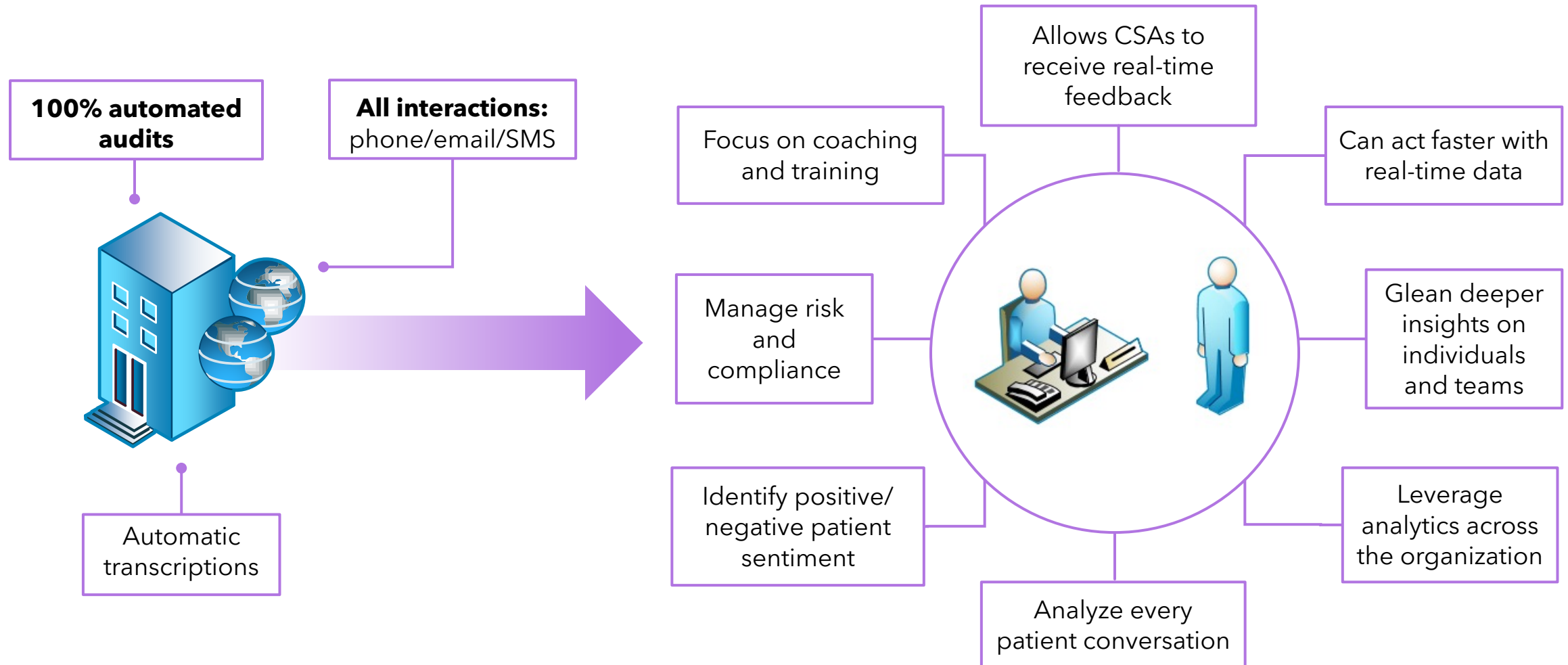Transitioning from box-checking to coaching and improving

Current state

| Manually pull calls; listen | Notate and evaluate | Box-check on spreadsheets | Collate and organize | Store and retrieve audits | Deliver the results | Rinse and repeat |

Modernizing auditing

Transitioning from box-checking to coaching and improving

Future state

100% automated audits

All interactions: phone/email/SMS

Automatic transcriptions

Focus on coaching and training

Allows CSAs to receive real-time feedback

Can act faster with real-time data

Manage risk and compliance

Glean deeper insights on individuals and teams

Identify positive/ negative patient sentiment

Analyze every patient conversation

Leverage analytics across the organization

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Thank you

Questions?

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Louanne Pictou
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