



Managing Patient Expectations: The Art of Finding and Keeping Loyal Patients

Susan Keane Baker

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Managing Patient Expectations: The Art of Finding and Keeping Loyal Patients Susan Keane Baker
Strategies for Building Satisfying Patient Relationships

New England Healthcare Assembly

This book fills a huge void in the areas of medical education and the delivery of patient service. The clear advice about how to identify and respond to patient needs and preferences is essential reading for physicians and those who work with them. If the personal rewards of medicine are important to you, read this book.

--Joseph A. Lieberman, III, chairman, department of family and community medicine, clinical professor of family medicine, Thomas Jefferson University

This important resource describes how to develop the qualities of understanding, empathy, and compassion that help to meet and exceed patient expectations. *Managing Patient Expectations* is filled with realistic and cost-effective strategies for maintaining patient satisfaction, creating loyalty, and increasing referrals. Susan Keane Baker explains how to find out what patients really think and how physicians can best respond in a variety of situations. Co-published with the Healthcare Assembly Press.

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