Umiker's Management Skills for the New Health Care Supervisor 8th edition Ellison Test Bank

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Import Settings:
Base Settings: Brownstone Default
Information Field: Complexity
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Highest Answer Letter: D
Multiple Keywords in Same Paragraph: No
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Chapter: Chapter 02 - Quiz

Multiple Choice

1. _____ include more than just those who purchase the goods and services.
A) Customers
B) Patients
C) Leaders
D) Physicians
Ans: A
Complexity: Easy
Ahead: Who Are Our Customers, and What Do They Want?
Subject: Chapter 2
Title: Customer Service

2. _____ include nurses, staff physicians and other professionals, students, trainees, employees, departments, and committees.
A) External customers
B) Internal customers
C) Patient customers
D) All of these are correct.
Ans: B
Complexity: Easy
Ahead: Who Are Our Customers, and What Do They Want?
Subject: Chapter 2
Title: Customer Service

3. Customers _____ to healthcare organizations include patients, patients' families, visitors, referring physicians, doctors' offices, blood donors, and third-party payers.
A) adjacent
B) external
C) closest
D) internal

Ans: B
Complexity: Easy
Ahead: Who Are Our Customers, and What Do They Want?
Subject: Chapter 2
Title: Customer Service

4. Your goal should be to hire employees who are competent, caring, and resistant to turnover. This is an example of:
A) the termination process.
B) educational programs.
C) satisfaction systems.
D) the recruiting process.
Ans: D
Complexity: Easy
Ahead: Techniques for Improving Customer Service
Subject: Chapter 2
Title: Customer Service

5. Understanding what drives customer behavior can help achieve the best customer satisfaction. Theories and concepts on _____ can help understand behavior.
A) patients
B) experiences
C) customer service
D) satisfaction
Ans: C
Complexity: Easy
Ahead: Customer Service Concepts
Subject: Chapter 2
Title: Customer Service