



CAPITAL MEDICAL
SOCIETY

Lunchtime Virtual Seminar
Wednesday, April 20, 2022
12:30PM to 1:25PM



A Seminar Series offered by the Capital Medical Society

For physician office staff (clinical and non-clinical), practice administrators,
office managers and business office managers.

CMS member offices only!

Building satisfied and loyal advocates for your organization or medical services doesn't just come from having good medical outcomes. Today's patients often have choices on where to be seen for medical issues. Add to that the shorter fuse and unrealistic expectations of some patients and it is clear that we need to find strong ways to communicate respect and compassion to increase customer satisfaction. Patients today are likely to weigh the emotional side of the equation — how they are treated through the entire process, their ability to understand and relate to doctors and staff, and feeling valued and respected — as much as the factual side — success rates, experience of medical personnel, rates of complications or infection, and timeliness of care and service.

Join us for this lunch-time session to learn and practice ways to communicate positively, learn the impact of words and offering options, and find ways to help build patients who are fierce advocates for your brand. Whether you're new to the field or an experienced veteran, we promise you'll leave with some new ideas and have a little fun as well.

There is no charge for this event.

Presenter:

M. Michelle Bono, TCC Performance Innovation Institute

Register Now



Once you register you will receive the Webinar link.

Please register before April 20, 2022

M. Michelle Bono, APR, CPRC

Michelle Bono is a respected public relations professional, presenter, teacher, and facilitator on strategic planning, improving communication, leadership development and accomplishing measurable results. She loves helping clients with training, strategic communication plans, crisis management and community engagement and works with companies and entities across the country. She provides training for private companies, not-for-profits and numerous local and state government operations and professional groups, most recently speaking at the Florida League of Cities Annual Conference and the National Recreation and Park Association conference.

Michelle worked more than 30 years in local government, including 19 years with the City of Tallahassee where she served as also the Assistant to the City Manager. In that capacity, she served on the city manager's executive team and as the liaison with the Tallahassee City Commission. Prior to assuming her position in Tallahassee in May 1997, she served in local government communications in Roanoke, VA, and Thornton, CO.

Her previous experience also includes work as a broadcast journalist, and public relations work in the private and non-profit sectors. She is Accredited in Public Relations and a Certified Public Relations Counselor through the Florida Public Relations Association. She is the current chair of Choose Tallahassee, is a member of Leadership Tallahassee Class 32 and is involved with a variety of other boards, professional groups, and local organizations.