

2-Days Course Communication Skills and Customer Service for Healthcare Professionals: The Frontline Impact.

29 - 30 November
(Saturday- Sunday)

9.00 am – 6.00 pm

UCSI Hospital, Bandar
Springhill, Port Dickson.



OVERVIEW

In today's healthcare environment, exceptional communication and customer service are not optional—they are critical. Healthcare professionals, particularly those at the frontline, play a vital role in shaping patient experiences and ensuring safety, satisfaction, and trust.

This 2-day course is designed to enhance interpersonal and service delivery skills among nurses, administrative staff, receptionists, and allied health personnel.

Participants will learn how to communicate effectively with patients, family members, and colleagues, manage challenging interactions, and deliver compassionate, patient-centred service that reflects positively on the organisation.

WHO SHOULD ATTEND

- Front Desk Staff
- Medical Office Assistants
- Nurses & Patient Care Assistants
- Physicians & Practitioners
- Healthcare Public Relations Officers
- Call Center Agents
- Clinic Coordinators
- Caregivers
- Healthcare Managers

OUR SPEAKERS



Mdm Yogeswary Arumugam
Chief Nursing Officer, UCSI Hospital



Ms Sherena Razaly
*Coordinator, Center for Medical
Education & Training (CMET),
UCSI Hospital*



Puan Mastura Abdul Kadir
Head, Customer Care, UCSI Hospital



RM 699.00
Normal Price

RM 450.00
Early Bird (by 15 October 2025)

10% Discount

*Group registration (5 persons
and above):*



**Scan QR code
to register**

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Day 1: Building Blocks of Exceptional Communication

8.30 AM: Registration

9.00 AM: **Session 1: First Impressions, Lasting Impact** - The Power of the Frontline in Shaping Patient Perception by Ms Mastura Abdul Kadir

- Mapping the patient journey
- Why your greeting can make or break trust
- Moments that matter in service

10.45 AM: Morning Break

11.00 AM: **Session 2: Speak So They Listen, Listen So They Heal** - Mastering the Art of Healthcare Communication by Ms Sherena Razaly

- Verbal, non-verbal, and tone awareness
- Active listening and decoding patient needs
- Communicating with clarity, care, and calm

1.00 pm: Lunch Break

2.00PM: **Session 3: EQ at the ER: Emotional Intelligence in Action** - Staying Grounded While Caring for Others by Ms Sherena Razaly

- Understanding and managing your own emotions
- Reading the room: Empathy in real time
- Building trust across cultures and age groups

3.45 PM: Tea Break

4.00 PM: **Session 4: From Tension to Trust** - How to Handle Angry, Anxious, or Aggressive Patients by Ms Yogeswary Arumugam

- Techniques to de-escalate difficult situations
- Language that calms, not triggers
- Staying professional under pressure

6.00 PM: End

Day 2: From Good to Great: Service Mastery on the Frontline

9.00 AM: **Session 5: Service That Stands Out** - Redefining Customer Service in Healthcare by Ms Mastura Abdul Kadir

- What "wow" service looks like in a hospital
- Creating consistency across all touchpoints
- Aligning behaviour with your hospital's brand

10.45 AM: Morning Break

11.00 AM: **Session 6: Bounce Back Better** - Service Recovery That Builds Loyalty by Ms Sherena Razaly

- What to say when things go wrong
- The "3-A" approach: Acknowledge, Apologise, Act
- Real-world case studies on winning patients back

1.00 pm: Lunch Break

2.00PM: **Session 7: Speak as One, Serve as One** - Team Communication for Seamless Care by Ms Yogeswary Arumugam

- SBAR technique and communication loops
- Avoiding miscommunication between departments
- Building a culture of unity and respect

3.45 PM: Tea Break

4.00 PM: **Session 8: Practice Makes Professional** - Role-Playing Real-World Scenarios by Ms Sherena Razaly

- Simulated interactions at the front desk, ward, and call centre
- Group reflection and feedback
- Turning learning into daily habits

5.45 PM: **Closing & Wrap-Up - Commitment Pledges: What I Will Bring Back To My Workplace**

6.00 PM: End