

Your Name  
Mayo Clinic  
HRTM 440 – Professor Martin

The Mayo Clinic is the first and largest not-for-profit medical group in the world. Taking the lead in the United States, Mayo offers special treatments for cancer, heart diseases, respiratory illness, and urology. Besides expertise in these illnesses, they are also known for the excellent care that they give to their patients. This report explores how Mayo excels at customer service and identifies the tangible elements of their service product that enhances service delivery.

### **Mayo Clinic's customer-orientation**

Patients come first at the Mayo Clinic. A six-year study concludes that “Mayo Clinic stands out for its exemplary approach, which has enabled it to consistently enhance care delivery and realize cost efficiencies” (Haas, Helmers, Rucci, Brady, & Kaplan, 2015). Mayo Clinic's success also derives from taking a different approach with their patients. Staff, nurses, and doctors focus on the patients' experience and care. When being admitted, professional greeters meet patients and walk them through the admitting process. Returning patients are greeted by their name and with warm regards. For typical hospital visits, people expect to be greeted, given forms to sign and fill out, and then wait for anywhere between one to five hours to be called back for a private room. Mayo Clinic's employees try to make the visit as pleasant as possible.

Mayo Clinic may be a medical group, but they certainly know the ways of the hospitality industry as well. Because they are a not-for-profit group, employees focus on the

patient's care. Revenue generation is secondary. Mayo's doctors are compensated by a salary rather than being paid per patient. This approach creates a very personal connection between the doctors and patients, furthering the enhanced service. Mayo Clinic also leads in research departments developing new treatments and furthering more efficient ways to treat patients. For example, Dr. Michael Cevette, works with a team to create a less costly hearing aid to help people with hearing impairments and are experiencing financial difficulties due to COVID 19 (Tiner, 2020).

### **Tangible elements reinforcing service excellence**

Mayo Clinic's intangible service aspects are incredible, but they also have many tangible components to their locations. Their major locations are in Rochester, Minnesota, Scottsdale, Arizona, and Jacksonville, Florida. Unlike the average hospital that is cold, clinical, and impersonal, Mayo Clinic hospitals create a welcoming, warm, and soothing feel with their interior and exterior designs.

Their Rochester, Minnesota location currently holds the number one spot at U.S. News 2020-2021 hospital rankings (U.S. News, 2020). The Rochester location is twenty-one stories tall and has more space for expansion if needed. In addition to the architecture, doctors' offices are filled with fine art to create a personal space that patients can feel comfortable in.

Mayo Clinic's location in Scottsdale, Arizona has gone even further with an interior design that includes an indoor waterfall. They have also chosen a location that sits beside Arizona mountain scenery which they display with a wall of windows. In the same location, all their pediatric rooms have the resuscitation equipment hidden behind images that is

designed to put the children at ease. Finally, the Arizona location's hospital rooms have amenities like microwave ovens, and chairs that fully convert into beds since people tend to go to the hospital with loved ones. These features not only help the patient feel more comfortable, but also make a more welcoming environment for family that may stay with the patient.

Jacksonville's location is somewhat similar with both the Rochester and Scottsdale properties in their design and function. Jacksonville also has an area dedicated to artwork for healing purposes just like Rochester. This area features a glass sculpture center piece from the artist Dale Chihuly (Wentz, 2020)—like his sculpture on display at the Columbia Museum of Art. Also, a Courtyard by Marriott is located near the hospital campus. The Jacksonville location also offers two on campus hospitality houses that provide a homelike environment for the families and caregivers of patients (Mayo Clinic, 2020).

## **Conclusion**

A strong customer-orientation improves the service delivery experience. As health care has high credence qualities, patients need this additional support. The evidence show that Mayo is changing the servicescape by making the tangible elements more relaxing to customers. These efforts help explain why the May Clinic consistently place in the top twenty hospitals in the country.

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