M E M O R A N D U M

To:       All Medical Assistants

From:  Project Director

SubJ:   The importance of customer service in a tertiary healthcare setting

**Executive Summary:**

Affordable Care Act and Patient Protection Policies have transformed the healthcare industry in order to attain appropriate reimbursement for the medical facility. This memorandum explains the importance of customer services, through which the healthcare organizations can get competitive advantages and can achieve satisfaction of their consumers.

**Importance of Customer Service**

The organization is highly thankful for your provision of best medical care services to our valued patients. Specially, medical assistants have been playing crucial role for the provision of the care. However, we need your support to ensure the appropriate compensation of your services, as unplanned turnover can be proven as costly to the organization. Further, to achieve optimal outcome, the medical assistance must comply will other medical staff regarding effective healthcare services provided by the healthcare professionals to our patients. As stated by Page (2010), *“There’s a lot of space and a lot of ability for doctors and medical assistants to communicate between patients* (p. 15). In other words, the organization will be highly grateful to you for ensuring the appropriate reimbursement of all medical care services to the organization, which have been provided to our patients. Further, I need you to consider the need for top-notch customer service, which proves to be highly helpful in gaining competitive advantage, required for the expansion of our healthcare services in the future.

 Conclusively, not only we value the skilled and talented medical assistants, but also we appreciate your contribution to organization’s optimal healthcare outcomes. however, we are more concerned to get help from best medical assistants, as it is in everyone’s best interest. Kindly consult to the respective authority in case of having any questions and thankful to you for your services in making this organization the life-saver people deserve and need.

Sincerely,

**References**

Bowers, L. A. (2010, September 1). Front and center. *Medical Economics*, *87*(17), 40-43.

Page, L. (2010, April 9). Form & function. *Medical Economics, 87*(7), 14-15.