

# HEALTHCARE ORGANIZATION THE NETHERLANDS

We developed the strategic hospitality direction for an innovative healthcare organization of integrated primary health centers where doctors, physiotherapists, pharmacists and psychological care providers work closely together in providing the best care available to their guests.

Using our hospitality scan to measure their current level of services we did an intensive screening of their existing procedures. We analyzed the discrepancies and translated them in a concrete hospitality strategy consisting of interacting components.

We developed a practical action plan, including a time frame and a total package of learning activities designed to achieve the objectives as formulated in the hospitality strategy; engaged and empowered staff who can effectively respond – from their heart and with passion – to the expectations and needs of their guests.

MANAGEMENT SUPPORT | HOSPITALITY AND TRAINING  
STRATEGY

