Contact Center Selling Skills in the Healthcare Sector

8 – 12 March 2027
Madrid (Spain)



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Introduction

Contact centers have become a vital component in the healthcare service journey. They serve as the first point of communication between patients and healthcare institutions, shaping impressions, clarifying information, and influencing decisions regarding medical services. As healthcare systems continue to expand and diversify, the need for well-developed selling skills within contact centers has become essential to ensure service quality, build trust, and enhance patient satisfaction.

This course is designed for professionals across all departments within healthcare institutions who interact with patients or clients by phone. It is suitable for teams working in patient support, contact center operations, service desks, administrative offices, and sales or marketing departments. Supervisors and managers responsible for improving communication quality and operational performance will also benefit significantly from the program.

The course focuses on strengthening communication techniques, understanding patient needs, applying ethical persuasive methods, and developing a structured approach to guiding conversations. Through this training, participants gain practical skills that improve productivity, elevate service quality, and enhance the overall patient experience across healthcare organizations.

Course Objectives

This course aims to equip participants with a comprehensive set of practical selling and communication skills, including:

- Understanding core concepts of selling within healthcare contact centers.
- Analyzing patient and client needs before and during calls.
- Applying professional communication skills appropriate for healthcare settings.
- Presenting healthcare services clearly, accurately, and persuasively.
- Identifying daily operational challenges and developing solutions.
- Managing objections effectively and professionally.
- Strengthening active listening to uncover true patient needs.
- Handling sensitive or difficult calls with confidence and composure.
- Using call data to improve communication performance.
- Enhancing patient experience from the first point of contact.
- Improving post-call follow-up processes.
- Building a foundation for sustainable selling skills development.



Course Outlines

Day One: Foundations of Communication in Healthcare Contact Centers

- Understanding the nature and responsibilities of healthcare contact centers.
- Identifying patient and client needs prior to engagement.
- Professional values that guide healthcare communication.
- Structuring calls in a clear and organized manner.
- Essential verbal communication skills for healthcare settings.
- Differentiating between various types of healthcare calls.

Day Two: Communication and Persuasive Techniques in Calls

- The role of selling within healthcare contact center operations.
- Presenting healthcare services ethically and without exaggeration.
- Practical methods for uncovering patient needs.
- Verbal techniques that guide patients toward informed decisions.
- Highlighting service value in a neutral and professional way.
- Managing hesitant or uncertain patients during conversations.

Day Three: Objection Handling and Sensitive Situations

- Common objections encountered in healthcare calls.
- Steps for analyzing objections to understand root causes.
- Professional response techniques that respect patient privacy.
- Turning objections into opportunities for building trust.
- Managing difficult, emotional, or urgent calls.
- Applying realistic case-based scenarios and practical exercises.

Day Four: Performance Improvement Through Data

- Key performance indicators in healthcare contact centers.
- Analyzing call patterns to identify strengths and gaps.
- Using available data to understand patient behavior and needs.
- The impact of response speed on patient satisfaction.
- Tools and methods for consistent post-call follow-up.
- Reviewing applied examples from different healthcare environments.



Day Five: Practical Applications and Sustainable Development

- Conducting call simulations that reflect real healthcare cases.
- Evaluating participant performance and building development plans.
- Reviewing common errors in healthcare contact center operations.
- Establishing continuous improvement methods.
- Optimizing follow-up processes to ensure successful service closure.
- Summarizing key tools and techniques gained during the program.

Why Attend This Course? Wins & Losses!

- Enhanced communication skills with patients and clients.
- Improved persuasive abilities within healthcare conversations.
- Increased service uptake and improved contact center performance.
- More professional handling of patient inquiries and concerns.
- Stronger patient trust and a better overall service experience.
- Better management of objections and challenging situations.
- Greater confidence in handling sensitive or stressful calls.
- Measurable improvement in day-to-day service delivery.

Training Methodology

The course uses an applied training approach that includes:

- Clear explanations supported by real healthcare communication examples.
- Group discussions to exchange experiences.
- Review and analysis of actual healthcare call recordings.
- Individual and group simulation exercises.
- Practical scenarios representing common healthcare situations.
- Short assessments to ensure understanding of core concepts.

Conclusion

This comprehensive course provides healthcare contact center professionals with the tools and techniques needed to elevate communication quality, manage selling interactions ethically, and improve the patient experience from the very first call. By focusing on practical application, the program enables participants to apply new skills immediately in their work environment, contributing to better service outcomes and operational efficiency across healthcare institutions.

