

# Patient First Programme – Circle Health Group

## Background

Circle Health Group has 60 sites throughout the UK with an excess of 10,000 staff. Following the creation and roll-out of a new behavioural framework, the organisation wanted to develop a new training programme to help provide the best patient experience. Circle Health Group approached People 1st International to develop the training programme content and to train the customer care campaigners at each site to deliver the training.

## Our solutions

The key aim of the project was to develop a bespoke 'half-day' training programme, linked to the organisation's new behavioural framework, which could be delivered in 3 x 90-minute sessions.

The People 1st International team fully immersed ourselves within Circle Health Group to understand the cultural transformational journey their staff were on, to enable us to provide a training programme aligned to their purpose, mission and values and meeting their business objectives.

## Outcomes / impact

The developed programme included three modules focussing on:

- Principles of Customer Service
- Complaint Handling
- Building Brand Loyalty

We developed and delivered a virtual train the trainer programme to train the 36 on-site customer care campaigners who will deliver the programme face to face.

The training is being well received and now being used in 90% of Circle Health hospitals.



*Working with People 1st International was a hassle free, professional experience. They engaged with key stake holders to ensure they fully understood our needs. They were responsive to our requests and sometimes shifting requirements. We look forward to working with People 1st International in the future.*

**David O'Connor, Learning & Development Business Partner  
Circle Health Group**

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