



**NASHUA ANESTHESIA
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Sy Mahfuz
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Dear Sy,

When I came to you for assistance recently, I needed help. I sensed I had a disconnect between my patients and me. This was causing problems for me in the work environment. I felt I needed some sales training and went to the best salesman I know, you.

I needed a course in bed side manner and you provided it. We met for about ninety minutes and discussed my approach to the patient. We also discussed both good and bad customer service. The application of good customer service to my interaction with the patient was discussed and greatly appreciated. Your remarks were concise and on the mark. Most of the problem I had were little things, how I greeted the patient, how I introduced myself, how I started the conversation. I had an appointment with my internist shortly after meeting with you and experienced poor customer service. His cell phone went off loudly disrupting my time with him. He placed a computer between the two of us and appeared to pay more attention to the documentation than to me. I had no problem with the medical aspects of my visit and understand interruptions occur but left perturbed. I tried to remember how I felt when I was the patient. Anxious, intimidated, ignored and rushed came quickly to mind.

Back to the hospital and my role as an anesthesiologist, I endeavor to improve. I introduce myself to the patient more informally. I ask their name less formally. I use simpler language in asking the questions I need answered and listen attentively to the responses. I acknowledge the anxiety and intimidation of seeing an anesthesiologist. I look at the patient now instead of the paperwork. My cell phone is now always on vibrate and while I must carry a pager I inform the patient it may go off during our interview and I may leave abruptly to take care of an emergency. I compare the rare events that occur in a hospital to rare events that occur in every day life. Where I once left an anxious or upset patient, most of my patients are smiling at the end of the interaction.

Thank you, I am delighted with how my interactions are progressing. I am seeing more of my patients outside the hospital. They inform me how they are progressing and are happy to see me. This was not always the case before.

Warmest Regards,

Gregory F. Martin, MD