

Office of the Surgeon General's Lines of Effort Support
Enhancing Diplomacy
SGT Coker
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Soldiers and DOD Family members need to come to a facility that is not only warm and inviting but also where they can receive outstanding service they deserve. Being stationed here in the National Capital area you have a number of medical facilities to choose from, including civilian hospitals as well. Here at Kimbrough we strive to let everybody know we are the best. The more we let people know what excellent service Kimbrough provides the more our name gets out there. When soldiers PCS here I want them to know that the military and especially the chain of command for the facility does everything in their power to meet their needs. I know this from first-hand experience. The chain of command and the facility has bent over backwards for the needs of my family. I can't say that for many other places I've been assigned to. Our mission here at Kimbrough is to provide legendary customer service.

Medical diplomacy is so important because it builds those enduring relationships that old and new customers expect. When a patient has an issue I want them to leave feeling satisfied, knowing I did everything in my power to solve their problem. That's accomplished by physically walking them to the appropriate place, calling the right person, or giving them the correct information. This will leave them feeling that they are important and that is what patient care is really about. Patients want to feel important and taken care of.

Thank you.