

To whom it may concern,

This letter is my personal recommendation for Barbara Ackerman and The Art of Customer Service. I had the privilege to work with Barbara and Team over the last year as we “signed up” to improve and refresh our culture of patient and customer service in my department and the hospital. I have worked in Family Health Teams for over 10 years, and previous to this I worked in retail pharmacy & home health management for 18 years. I know customer service, and I find a kindred spirit in her. Barbara is practical, professional and genuinely interested in providing good service regardless of the industry. As Barbara says, it is her “conviction that we can change the culture of mediocre customer service. All staff members that interact with clients will benefit, even those already delivering excellent service.”

I was first introduced to Barbara in April 2015, using a Dragon’s Den like approach through our Women’s College Hospital Institute for Health System Solutions and Virtual Care (WIHV) program. Its purpose is to deliver on its mandate to develop, implement and evaluate evidence-based solutions for the greatest challenges in health care. The institute develops and tests new ideas, new programs and new policy approaches in the world of ambulatory care – and then helps to scale them up across Ontario and beyond. I picked the program from the projects pitched as customer service is very important to me, and I feel that patient service should be also looked at through the patient’s eyes – as if our positions depend on them ... because they do.

My Team and I enjoyed working with her, and I expect some of the content will be retained long term and serve as a refresher to Women’s College Hospital Family Practice Health Centre staff who interact daily with our patients. She used a variety of teaching methods including presentations, videos, demonstrations, discussions and practical exercises. It wasn’t a canned system either, as adjustments to the program were made along the way – she respected our feedback, suggestions and constraints.

In summary, I highly recommended Barbara and her Team for opportunities around customer service training and the like. She is a team player, has a great attitude and will bring a positive, ‘can do’ work ethic to your organization. Please let me know any additional questions that you have by using the contact details below.

Sincerely,



Ken Callaghan, BA, MBA
Executive Director | Academic Family Health Team
Manager | Family Practice Health Centre
Women’s College Hospital
77 Grenville Street, Rm 214 | TORONTO, Ontario M5S 1B2
T 416.323.6400 ext 4595 F 416.323.7323
ken.callaghan@wchospital.ca | www.womenscollegehospital.ca