



# WOWEDAMERICA<sup>SM</sup>

## *Certificate of Sighting*

*Awarded To*

**JOYCE SMITH**

**WASHINGTON UNIVERSITY PATIENT BILLING**

For delivering the **WOWEDFactor<sup>SM</sup>**

**WOWEDFactor<sup>SM</sup>**: a personal experience a customer has with an employee of a business that is perceived by the customer to be so humanizing, engaging or connecting, that the customer's perception of that individual, and consequently the business, becomes significantly enhanced.

**Sighting Recipient:** Fred Firestone

**Date/Time of Sighting:** September 26, 2007, 1:32 pm

**Testimony:** "I received a bill from Washington University Physicians that didn't reflect fact that we had insurance coverage – said that 'patient was self pay.' When I called in, I was lucky to have Joyce on the other end. What immediately impressed me was that she really wanted to help me solve the problem. I was to get information and get back with her. When I called back, I learned that she proactively contacted our insurance company and taken care of everything. This was totally unexpected. Joyce is a wonderful patient advocate. WOWEDFactor delivered."