



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Customer Care in Medical Pathology and Blood Transfusion

Health Sciences and Social Services / Curative Health

Unit Standard 252395 · NQF Level 3 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips learners with the skills to provide exceptional customer care within medical pathology and blood transfusion environments. It focuses on understanding customer needs, handling sensitive inquiries, and maintaining professional communication standards in compliance with healthcare regulations. Participants will learn to apply ethical principles and quality assurance measures to enhance patient and stakeholder satisfaction.

Category	Health Sciences and Social Services
Subfield	Curative Health
Unit Standard	252395
Accreditation	SAQA Accredited · NQF Level 3 · 4 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply principles of customer care specific to medical pathology and blood transfusion contexts.
- Demonstrate effective communication techniques when dealing with patients, donors, and healthcare providers.
- Analyze customer feedback and complaints to implement service improvements.
- Evaluate ethical and legal considerations in handling confidential medical information.
- Implement quality assurance measures to ensure consistent service delivery.
- Design strategies to manage challenging customer interactions with empathy and professionalism.

WHO SHOULD ATTEND

- This course is designed for administrative staff, phlebotomists, laboratory technicians, and healthcare professionals who interact with patients, donors, or referring clinicians in pathology and blood transfusion settings.

COURSE OUTLINE

Day 1: Foundations of Customer Care in Medical Pathology and Blood Transfusion

- Overview of customer care in healthcare: principles and challenges.
- Stakeholder mapping: patients, clinicians, laboratory staff, and donors.
- Communication skills: active listening, empathy, and plain language for test results.
- Confidentiality and ethics: POPIA, patient rights, and data protection.
- Managing expectations: turnaround times, sample requirements, and errors.
- Handling complaints and difficult conversations in pathology settings.
- Cultural sensitivity and diversity in patient interactions.
- Service standards and professionalism in the laboratory.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **4 NQF credits** at **NQF Level 3**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 9,400.00	R 9,400.00
1	In-House	R 12,200.00	R 12,200.00
1	On-Campus (Pretoria)	R 14,100.00	R 14,100.00

UPCOMING SESSIONS

Start	End	Method	Venue
21 Aug 2026	21 Aug 2026	On-Campus	Durban, South Africa
24 Aug 2026	24 Aug 2026	On-Campus	Harare, Zimbabwe
25 Aug 2026	25 Aug 2026	On-Campus	Bangkok, Thailand
26 Aug 2026	26 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
26 Aug 2026	26 Aug 2026	On-Campus	Abu Dhabi, UAE
27 Aug 2026	27 Aug 2026	On-Campus	Durban, South Africa
28 Aug 2026	28 Aug 2026	On-Campus	Shenzhen, China
31 Aug 2026	31 Aug 2026	On-Campus	Bangkok, Thailand

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 252395) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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