

# COLLABORATION WITH LOCAL INSURANCE COMPANY TO BE IN THE PREFERRED LIST OF MEDICAL PROVIDERS

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## INTRODUCTION

During the last 5 years (2012 – 2017), SGH Specialist Outpatient Clinics experienced a declining number of private patients, especially the self-referrals (CAGR = -5.6%). This is alarming in view of overall booming of healthcare spheres in Singapore and thus calls for a combined effort across the hospital to mitigate the decline.

One of the initiatives is to collaborate with Local Insurance Company to be in the Preferred List of Medical Providers.

## OBJECTIVES

To cater to Singaporeans who prefer to be seen by a named specialist in SGH by improving the followings:

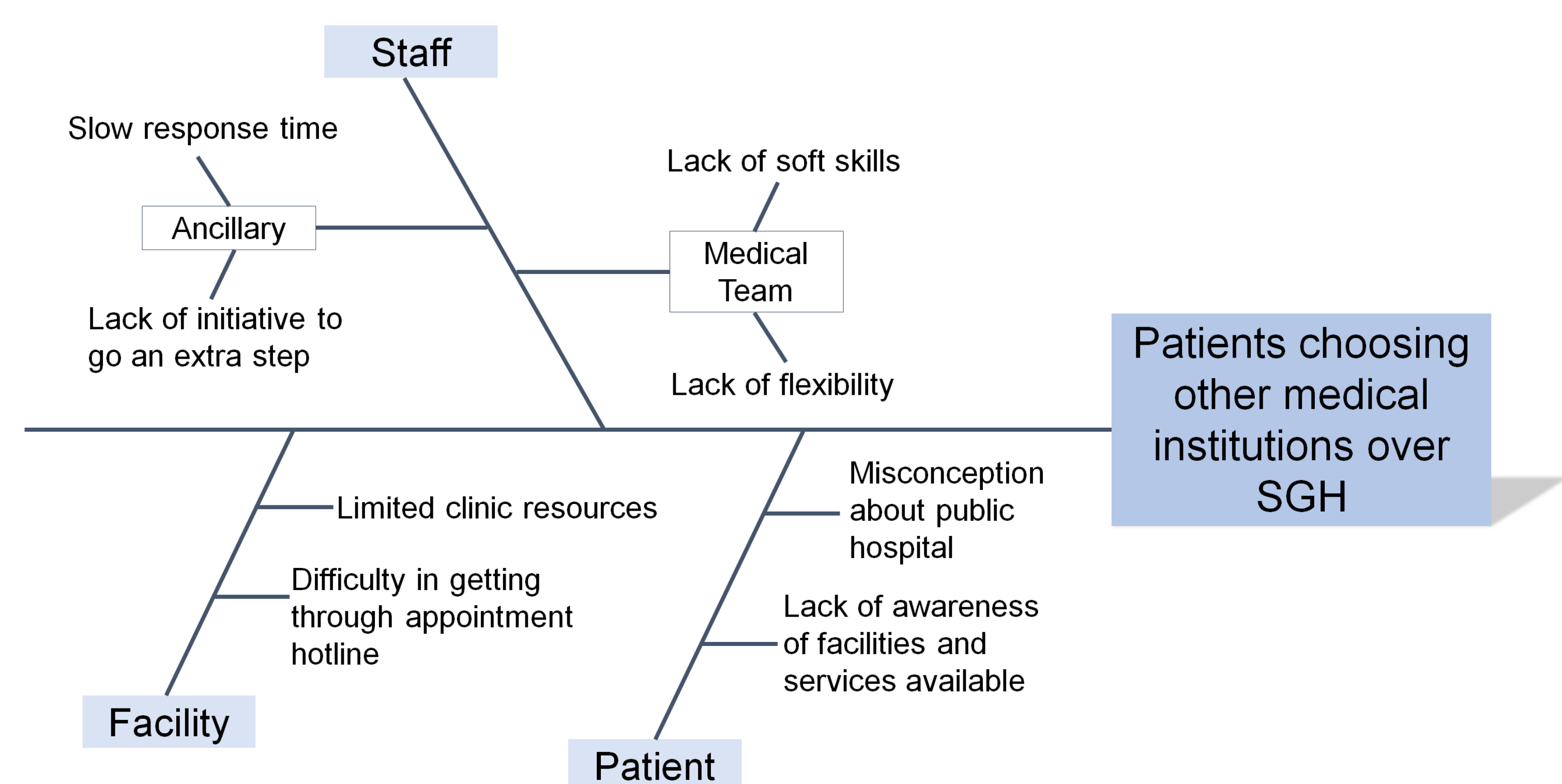
- 1.) Quality of service
- 2.) Waiting time for an appointment
- 3.) Awareness in SGH's new facilities

## RESULTS

Liaising with the insurance company and streamlining the work processes enabled us to shorten the response time to appointment requests (with updates given in 1 hour), ensure better suitability of doctors' specialties to patients' medical complaints, increase doctors' acceptance rate and raised outpatient actualizations.

## METHODOLOGY

Cause-and-Effect (Ishikawa diagram) was used to identify issues that deter patients from choosing SGH over other medical institutions. From there, we collaborated with a local insurance company which has a ready pool of potential patients. Internally, we streamlined workflow to fast-track obtaining first time appointments and improved communication with internal stakeholders (doctors, clinic executives and staff) to enhance patients' experience and journey in SGH.



## CONCLUSION

Tapping onto a ready pool of potential patients from insurance company can grow the pool of new patients to SGH.