# Using Technological Devices to promote services in Musculoskeletal Centre (MSC)

**Singapore Healthcare Management 2018**

Goh Kee Wee, SOC Operations
Lim Ying Hong Clara, SOC Operations
Tina Phua, SOC Operations
Lee Fook Yuan, SOC Operations

## Introduction

With the widespread presence of smart technological devices in Singapore, and network coverage, more and more patients are using their personal devices for daily life activities. Singapore General Hospital has thus piloted several online alternatives for patients who wish to lessen their time spent waiting for services, such as payment. However, promotion of such services have traditionally relied on hardcopy promotional materials, such as posters and brochures. This does not allow for any opportunities for patients to get to know how to use these e-services with guidance.   As such, MSC piloted the initiative to use a technological device that patients are familiar with to provide patients an opportunity to have a hands-on experience in a setting where staff are present to guide them on the usage of these electronic services.

## Objectives

To create awareness for e-services to patients at MSC

To improve usage of self & mobile registration at MSC

To enhance patient experience

To reduce counter activities for more essential patient services

## Methodology

Review of monthly balance scorecard (BSC) showed that for the past 6 months, Mobile Registration and Self-registration Kiosk usage was below targeted performance indicator.

Updated the clinic staff on the indicator and gathered feedback from the staff on the low usage rate during weekly rollcalls.

Redesign the patient's flow, review clinic staff's job scope, training staffs on handling the electronic device. A set of guidelines and checklist was created to help our staff ensure e-services are promoted

Review the staffs' feedbacks during weekly rollcall on their experience and difficulties they faced when promoting the initiatives. Workflow was then fine-tuned for smooth operations
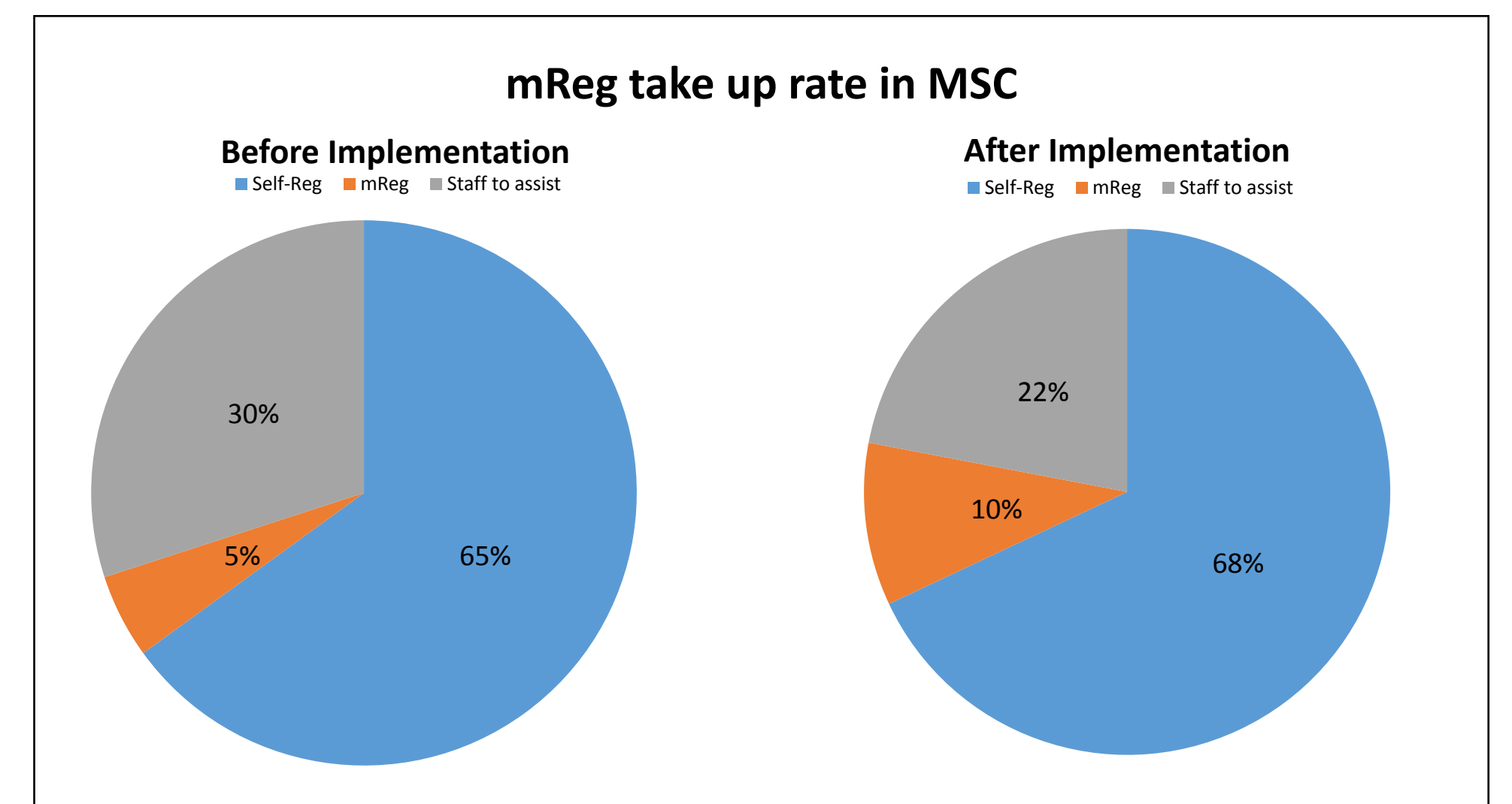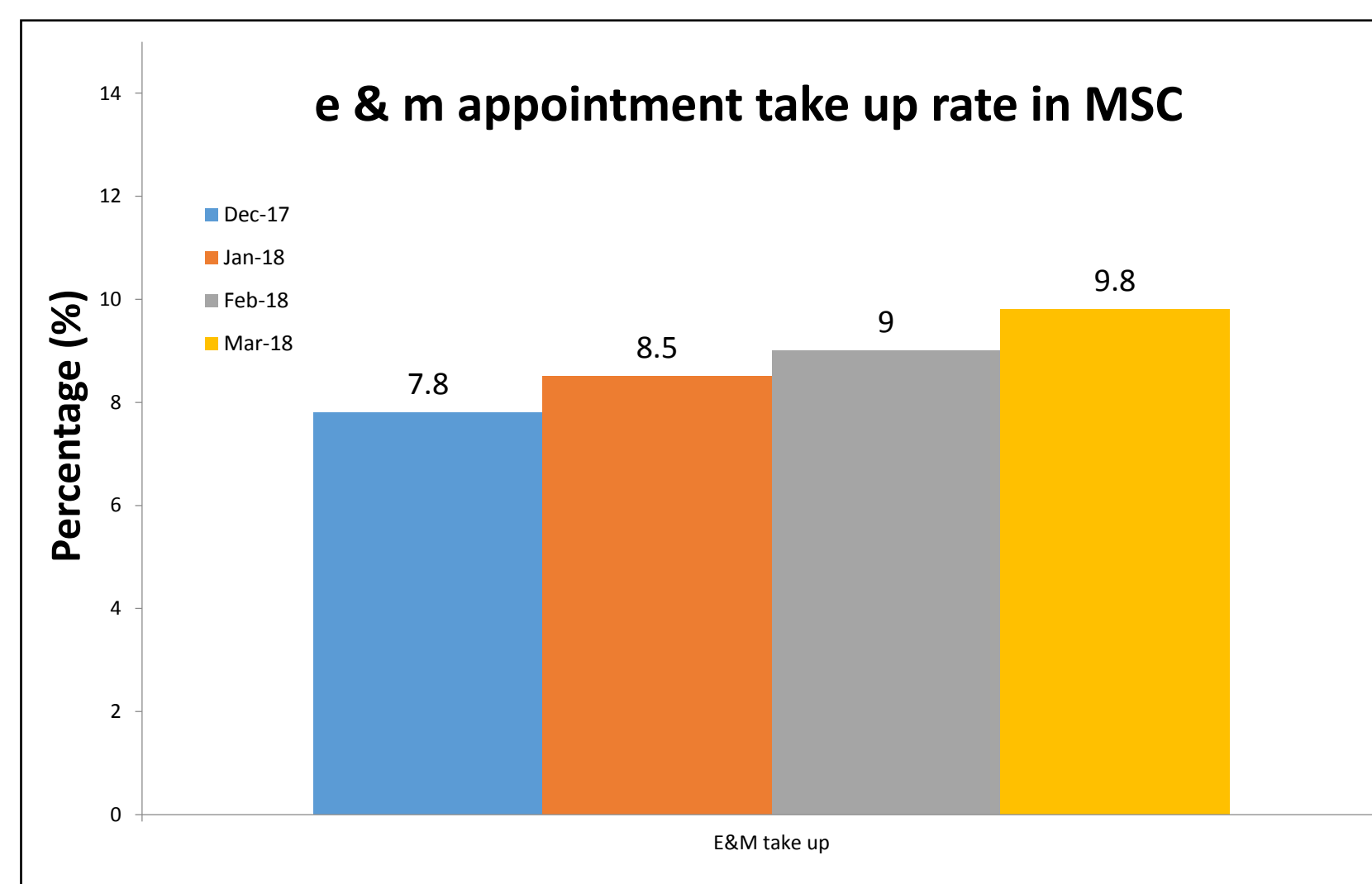
## Results

Increased in take-up rate of e-services in MSC:

Promoted e-Services:
1) Health Buddy App
2) Mobile Registration
3) e & m Appointment

- Increase in mobile registration @ MSC
- Increase in e & m appointment take-up rate



e & m appointment take up rate in MSC (Dec-17, Jan-18, Feb-18, Mar-18): 7.8, 8.5, 9, 9.8



mReg take up rate in MSC — Before Implementation: Self-Reg 65%, mReg 5%, Staff to assist 30%. After Implementation: Self-Reg 68%, mReg 10%, Staff to assist 22%

Increased Patient's exposure to Health Buddy Application and e-services:



### How did we promote?

– Educating the patients using the Health Buddy Application
– Demonstrated Mobile Registration to Follow-Up patients
– Other e-services on Health Buddy were also made aware
– Encouraged Patients to explore other components in the application while waiting for their consultation.

Staffs were able to build rapport and at the same time create awareness about the benefits and greater convenience that patients are able to enjoy by using these services.

## Conclusion

Constant review of the clinic performance indicators and workflow will improve efficiency and effectiveness of many initiatives.

In the process of the e-services promotion, staff have also acted as an ambassador for the clinic. With constant education and proper guidance for patients, this has increased willingness by them to enrol in and make use of the e-services available for the future visits.

This initiative drives the possibilities towards a "Counter-less" and more e-Services approach. With current trends and high penetration rates of mobile devices, technological advancement had taken us to the next step, allowing us to enhance patient's experience at their own time and comfort.

## Future Possibilities

As patient empowerment through the use of digital technology becomes a priority in the healthcare landscape, these devices can be used to improve patient education for clinical procedures, as well as promote clinical research trials and breakthroughs. This also helps to reduce the pain of waiting between service points as patients are constantly engaged with these materials. These devices can also help in creating a seamless patient journey as patients are able to self-service themselves, reducing the need for them to approach the counter, and thus freeing up space and manpower for the organisation.