



Singapore Healthcare Management 2018

Learning Service Excellence the Fun Way



Changi General Hospital
SingHealth

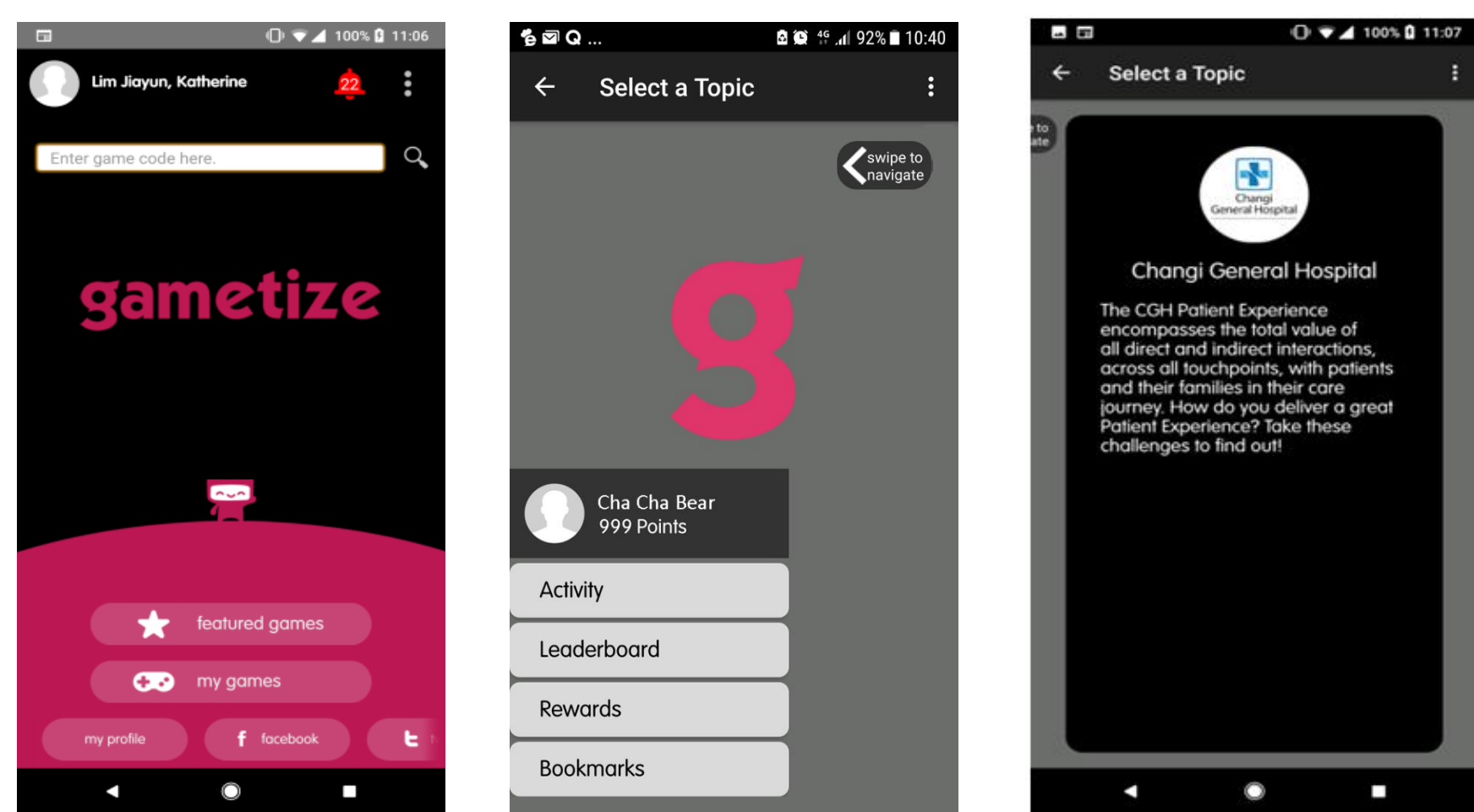
Changi General Hospital
Winnie Chew, Katherine Lim, Kelly Kow, Allan Koa

Delivering Care that Matters.

Introduction

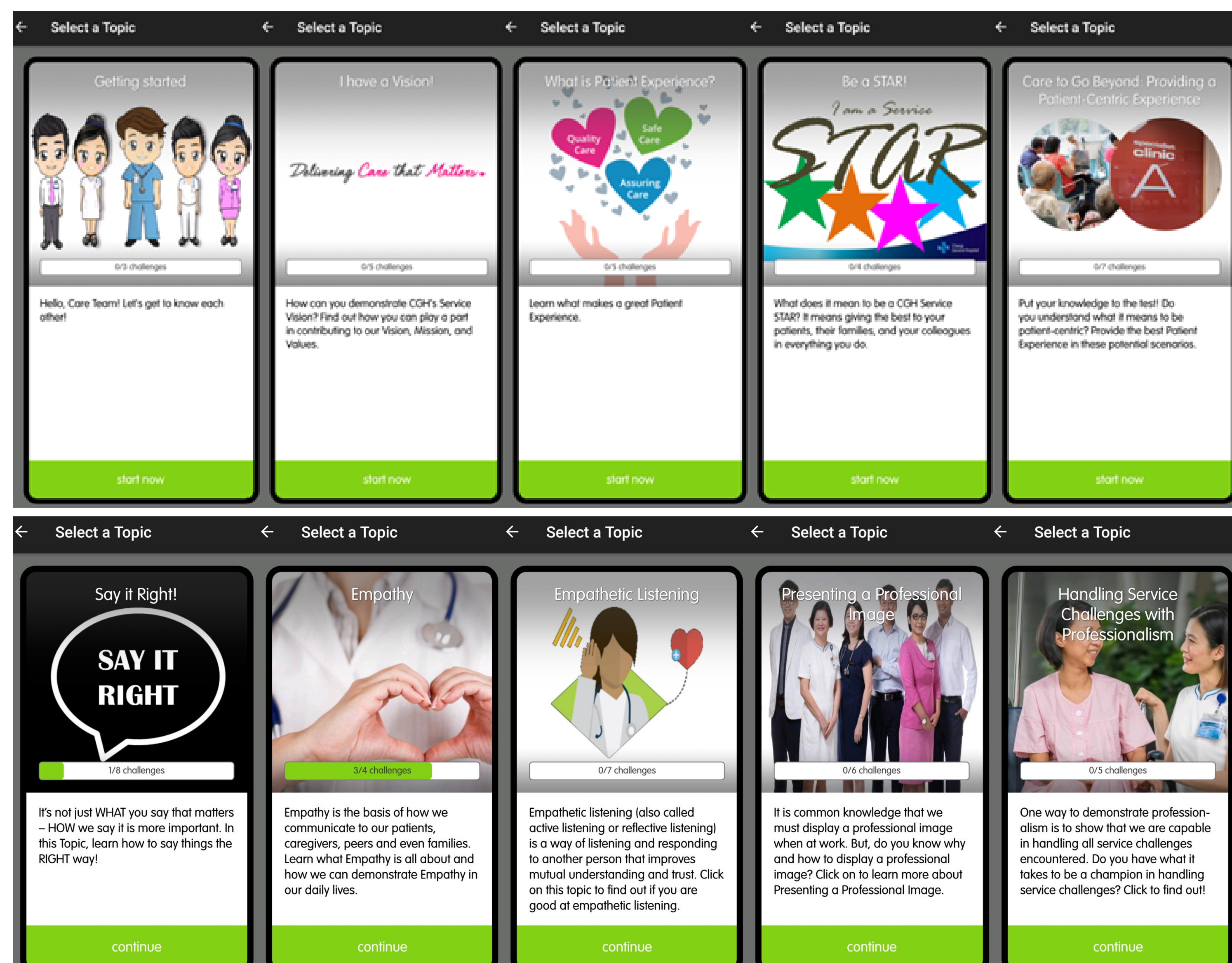
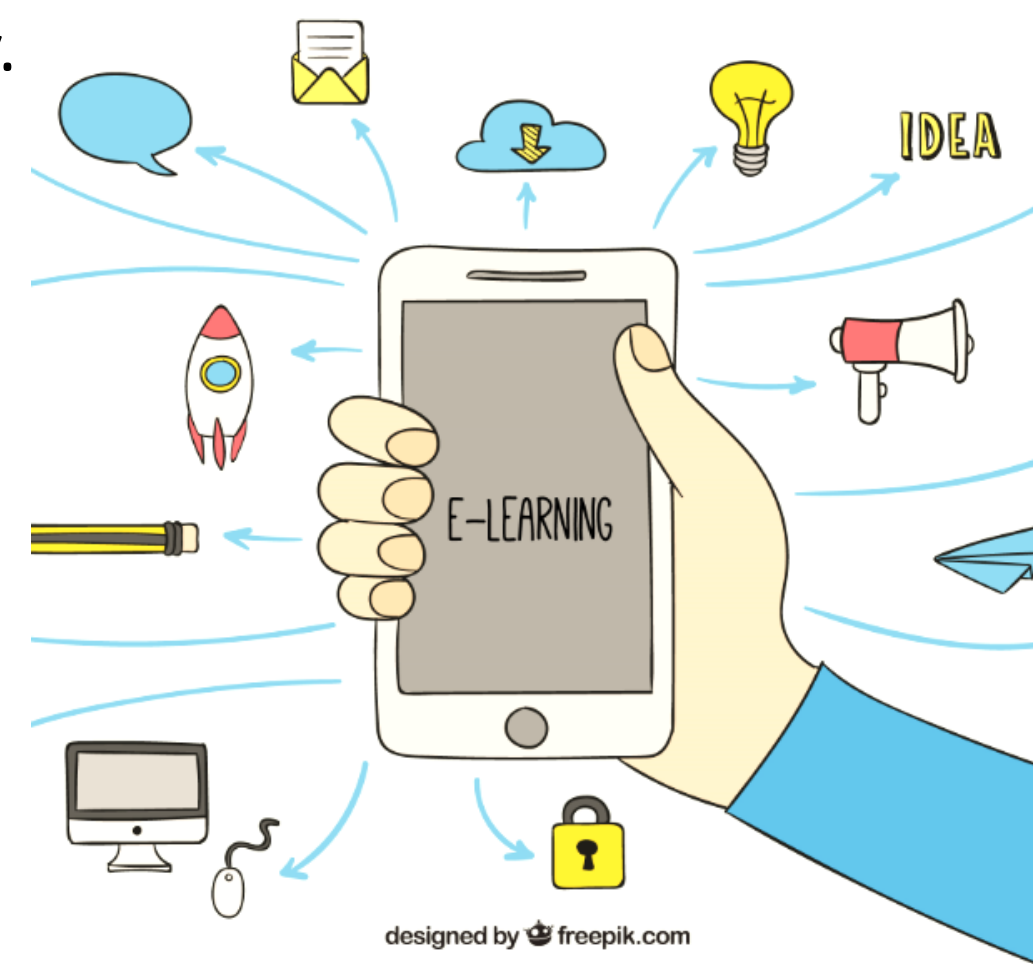
How healthcare staff interact with patients and deliver service have a great impact on patients' perception of care. To build the competency of our staff in delivering service that matters, we developed a gamification app-based learning. The app-based platform makes learning more accessible, engaging and enjoyable.

The e-learning program complements the WSQ Service Excellence competency training, which helps to facilitate knowledge retention and change behaviour.



Methodology

- Training contents are customised to the gamification app-based learning platform.
- The gamification app was publicised through demonstrations during service excellence trainings, staff roll-calls, and email communications.
- New topics relating to service excellence are published monthly. Some of the published topics are:
 1. Contributing to CGH's Vision, Mission and Values.
 2. Understanding what makes a great Patient Experience
 3. Be a CGH Service STAR.
 4. Care to Go Beyond: Providing a Patient-Centric Experience
 5. Learning how to communicate with care and Say it Right!
 6. Understanding what Empathy is, and using Empathetic Listening.
- The platform is interactive and allows staff to leave feedback, comment, post a photo and 'like' each other's posts or comments.
- New topics and challenges are conceptualised and developed with the end users in mind, with the appropriate challenge types to engage the players. The challenge types ranges from quizzes to photo submissions.
- After the challenges are developed, an internal evaluation and validation is conducted to ensure the challenges are interesting, suitable and aligned to the learning outcome. Adjustments and enhancement are made prior to the launch of the new topics.
- As of April 2018, 11 topics and 55 challenges have been developed and launched.



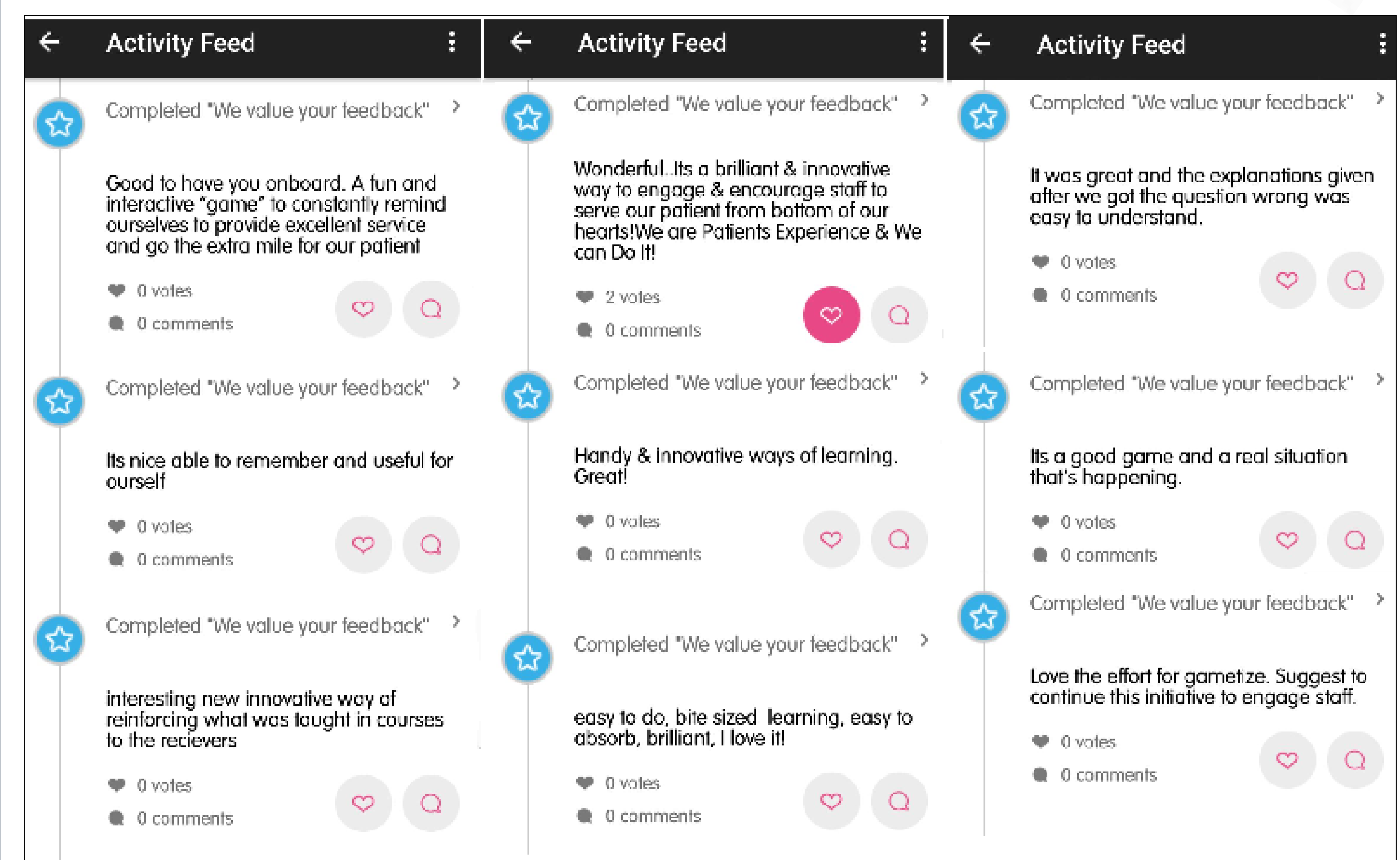
- More topics will be launched monthly, the topics include patient safety as well as tips on self-care.
- Staff can access the content on their smartphones, and be awarded points for every completed challenge. Prizes are given to the top players on the monthly leader board.



← Leaderboard			← Leaderboard		
ALL TIME	THIS MONTH	TODAY	ALL TIME	THIS MONTH	TODAY
1	Noor Kha	950 Points	1	Toh Lay	971 Points
2	Nur Syaza	920 Points	2	Noor K	950 Points
3	Chee (CGH)	910 Points	3	Rosnan (CGH)	950 Points
4	Soh Ee (CGH)	910 Points	4		950 Points
5	Nur Amalin	910 Points	5		920 Points

Results

Staff gave positive feedback and shared that they appreciated the reminders and useful tips on service excellence. All participants were satisfied with their learning experience with the mobile app – 71% rated it as excellent.



(Users' Feedback)

The effectiveness of the e-learning platform was also evident in our MOH PES 2017 results where our staff were recognised for consistently treating our patients with courtesy and respect across all disciplines and achieved a high average score of 90%.

Measure Scores (Top 2 Box %)	Inpatient	A&E	Specialist Outpatient
How often did nurses/room assistant [SOC] treat you with courtesy and respect?	86.8%	91.0%	92.0%
How often did doctors treat you with courtesy and respect?	90.4%	91.7%	93.8%
How often did AHP treat you with courtesy and respect?	91.0%	92.9%	94.7%
How often did counter staff treat you with courtesy and respect?			92.7%

(Source: MOH PES 2017)

Conclusion

To inculcate a culture of service excellence, training plays an important role. With this gamification app, all CGH staff can participate in service excellence training – no matter where they are. Through e-Learning, we can achieve a wider outreach of staff while reinforcing aspects of service excellence to deliver better experiences for our patients.

CGH care team will constantly be reminded of their role in delivering care that matters.