INTRODUCTION

Through a regular feedback session held amongst the clinic leaders, they highlighted an issue where the PSAs at the counter were not able to attend to patients who required assistance on matters pertaining to their visits such as wait time, appointment rescheduling, billing issues, requesting for medical certificate/report, laboratory/radiological investigation results, top-up prescriptions, clinical advice, etc. As a result, patient’s experience was compromised.

OBJECTIVES

To improve patient experience by re-designing and transforming the job role of a clinic Patient Service Associate Executive to a “ready-to-assist” ambassador in a clinic setting.

METHODOLOGY

Clinic leaders organised a brainstorm session with all the clinic team members and listed down a list of challenges encountered at the counters.

The team agreed to pilot the suggestions at one of the heavy workload clinic and launched a new job role “Service Ambassador”.

The team organized site visits to other SingHealth institutions with a similar concept to better understand the “Service Ambassador” scope of work.

With inputs sought from other institutions, the team re-designed the PSA role in accordance to the “SkillsFuture Healthcare” series so they can be future-ready and aligned with the Future Outpatient Journey directives.

RESULTS

After many inputs from the team members and the ground staff, the project team agreed to carve out a role “Service Ambassador” to assist patients on their needs so that clinic staff can focus on their core duties such as:

The pilot site received positive feedback from patients and the clinic team. There was improvement to the job satisfaction and patient’s experience.

CONCLUSION

Transformation of the taskforce is inevitable due to the advancements in digital technologies, which is changing the way we live today.

In order to achieve the best outcome and to meet the Future Outpatient Journey expectation, Management’s support and direction are important to drive the team performance. Feedback and collaboration are critical to ensure the success of any new initiative. The results shows positive impacts to both our internal and external customers and lastly, achieving optimal outcome for our patient experience. This will be rolled out in phases to other clinics such as OGC, Haematology Centre and SOC B.