



To improve the take-up rate of E&M at SGH SOC

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Introduction

- Electronic and Mobile (E&M) serves as alternative platform for patients to cancel, reschedule and make their own appointments via SGH website (Fig 1) and Health Buddy app (Fig 2).
- Unlike other options such as going through call centre or filling up the online request form, E&M provides added convenience by going online real-time and being accessible 24/7 worldwide.

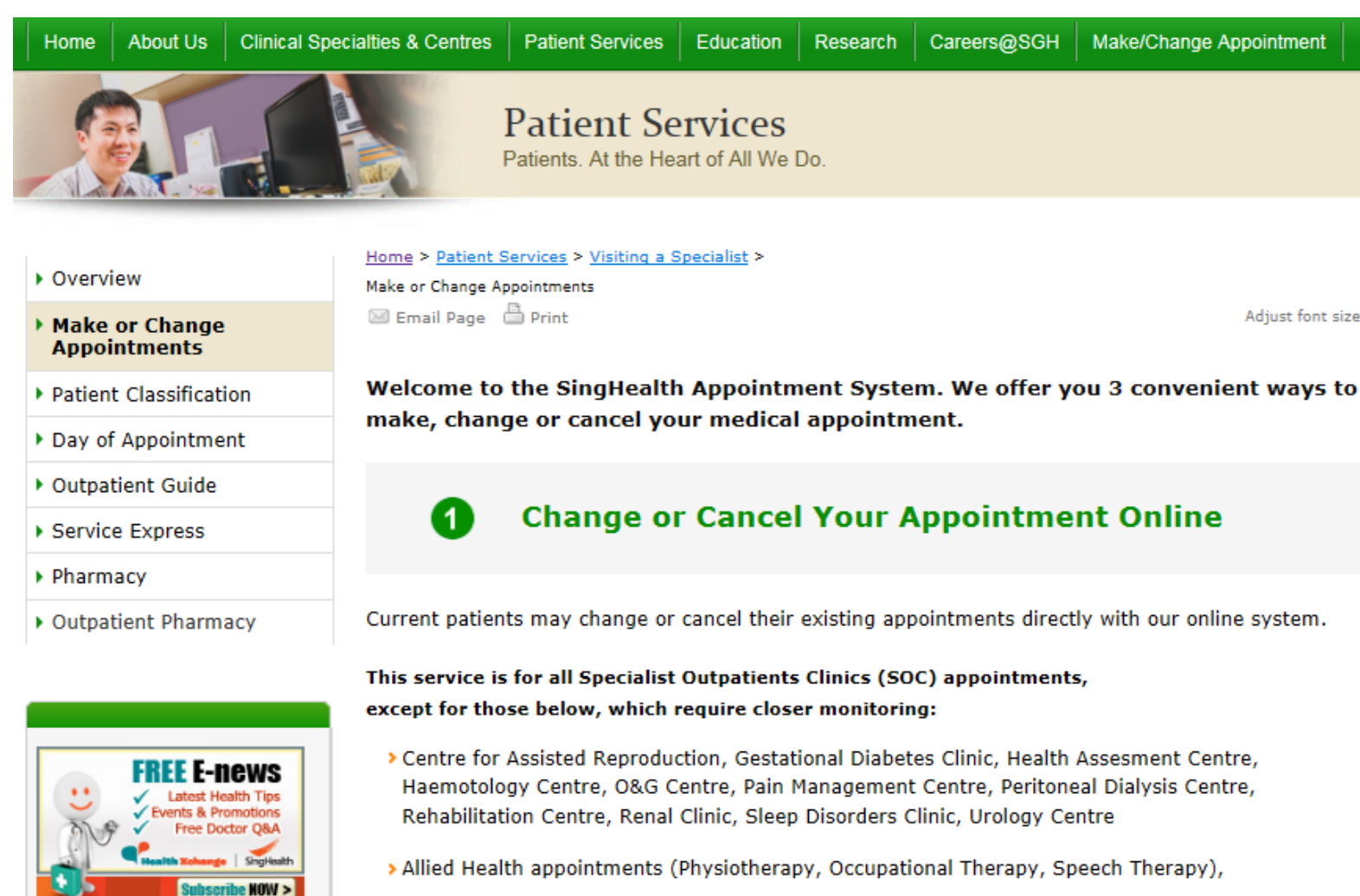


Fig 1: Changing of appointments via SGH website.

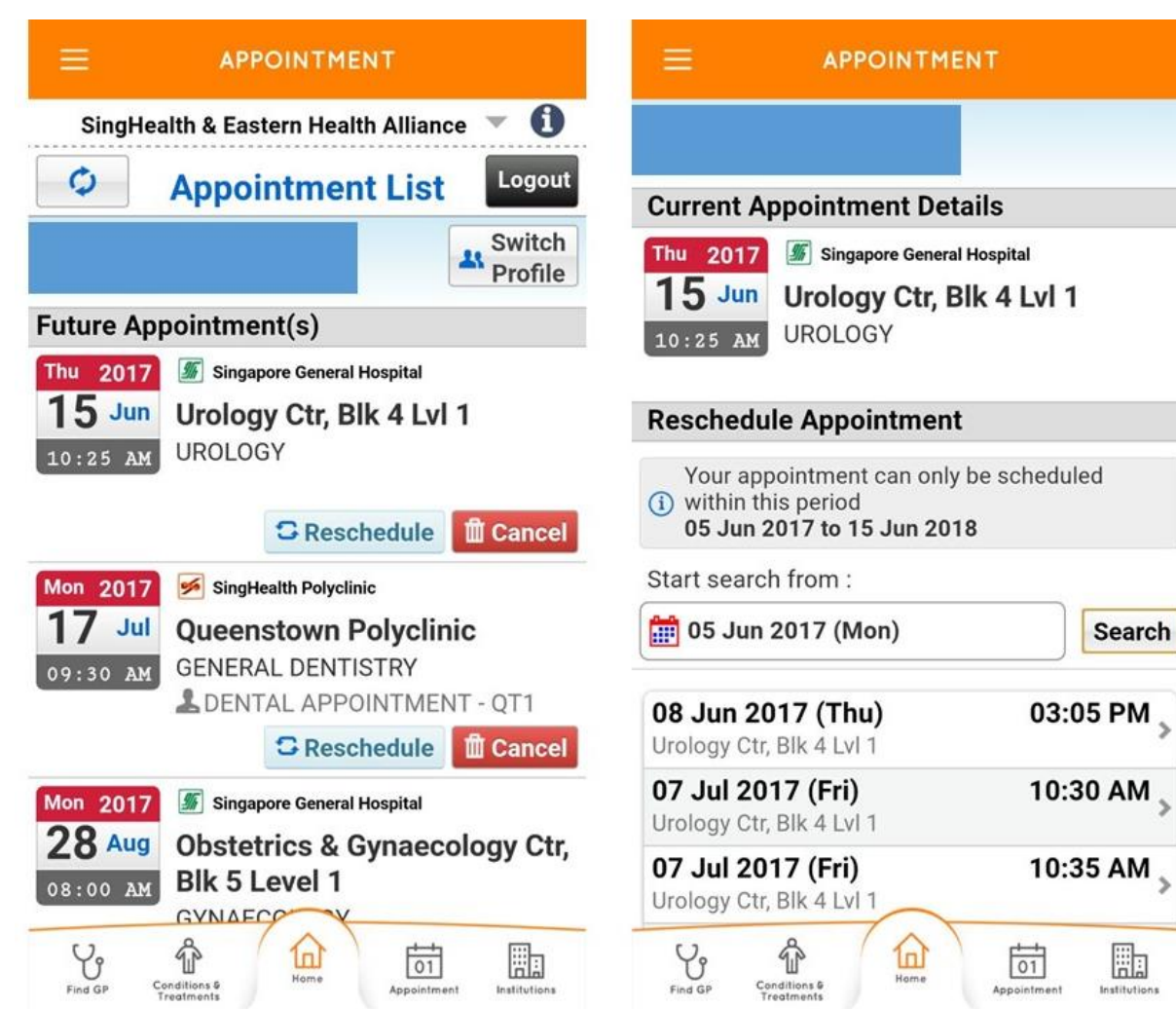


Fig 2: Changing of appointments via Health Buddy app.

Results

- Percentage of appointments created using E&M has shown a 3% improvement between the period of Nov 16 to May 17 (Fig 5).

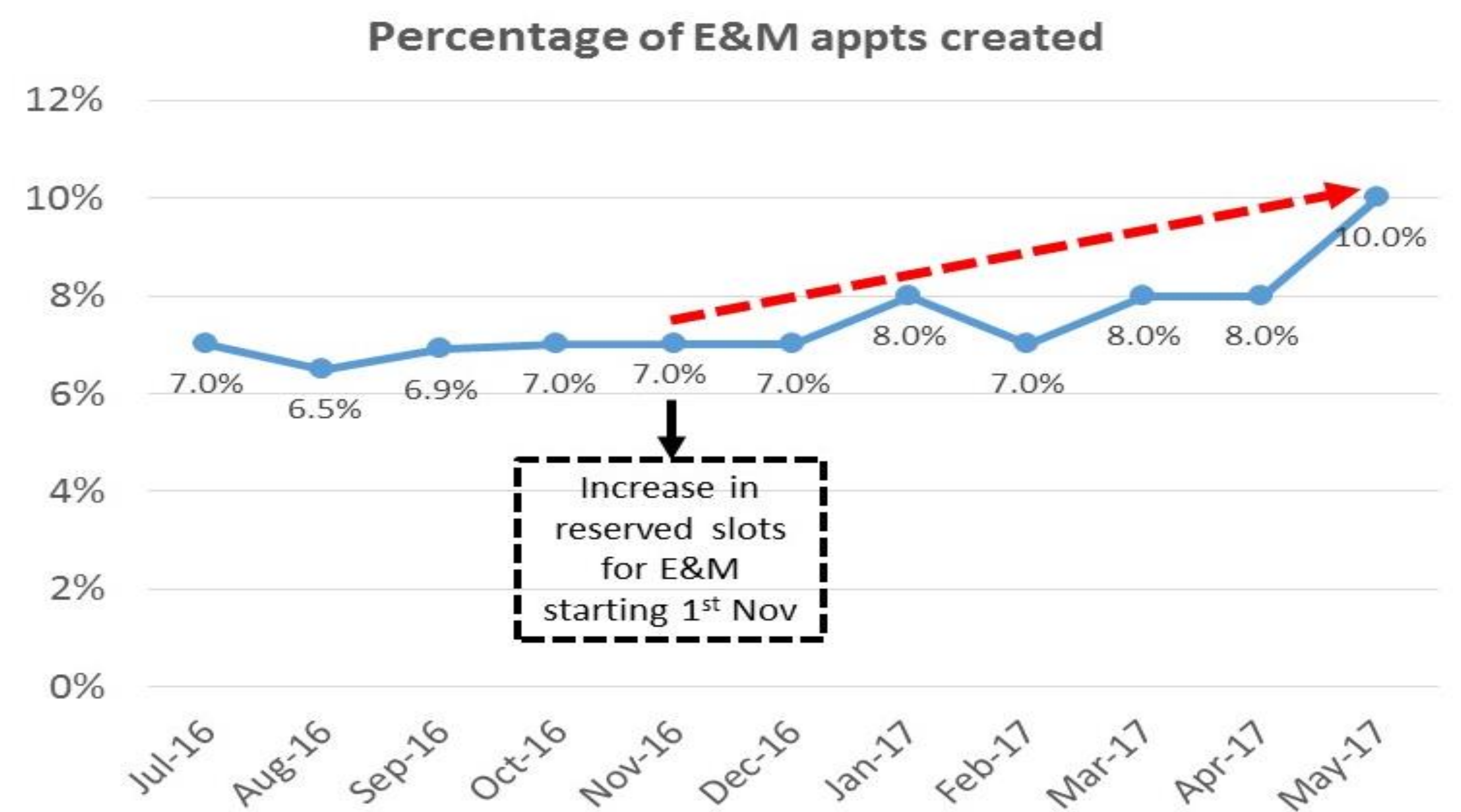


Fig 5: 3% increase in appointments created from Nov 16 to May 17.

- There is a 35.6% increase in E&M transactions from 2934 in Jul 16 to 3979 in May 17 (Fig 6).

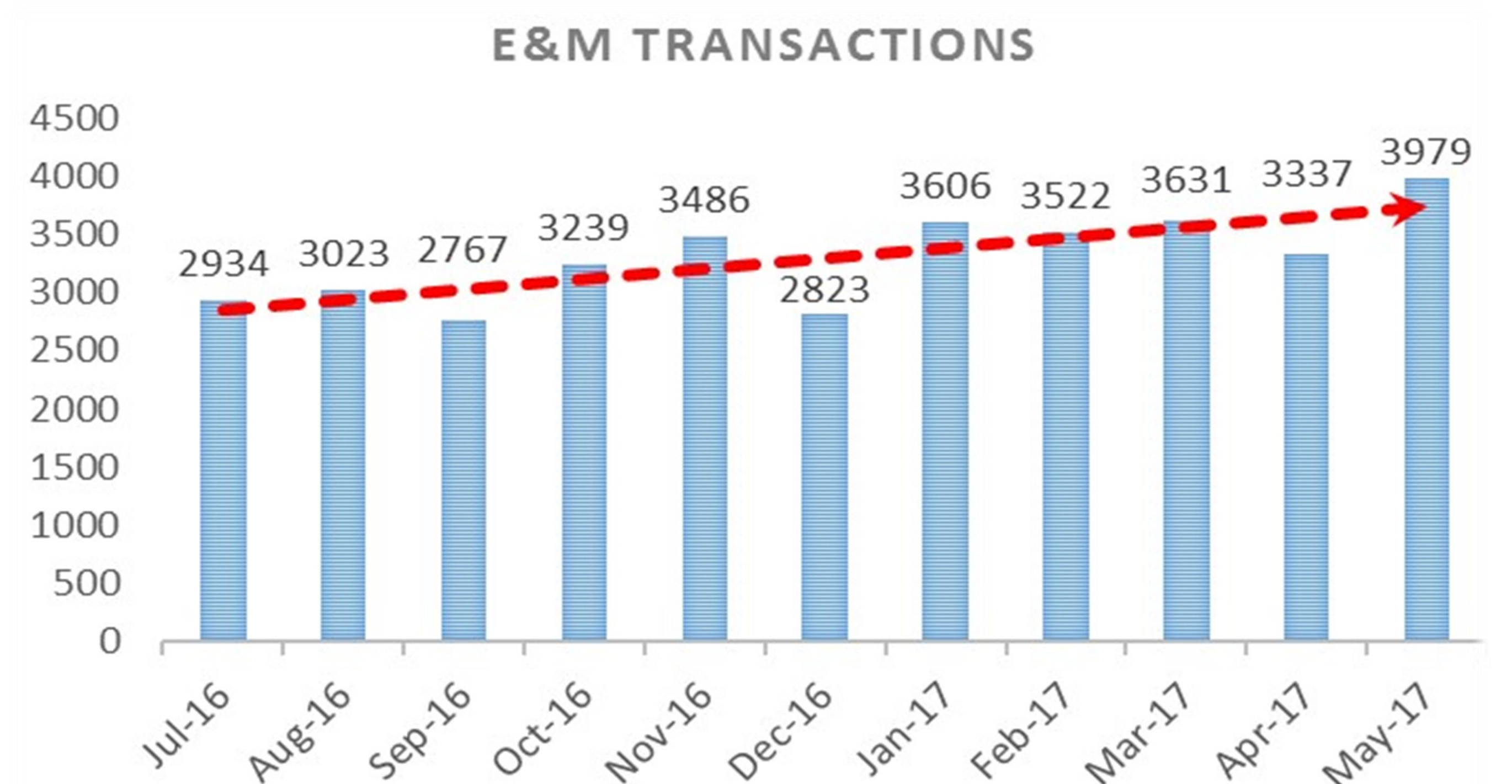


Fig 6: 35.6% increase in E&M transactions from Jul 16 to May 17.

Reasons for low take-up rate

- Patients are unaware that besides call centre and going to the clinic directly, they can make appointment changes using E&M.
- Difficulty of finding slots to reschedule their appointments.
- Use of E&M requires user to login via Singpass and many patients do not have an active Singpass account.

Methods and Interventions

- To raise awareness on E&M, staff are reminded to actively give out E&M brochures (Fig 3) during roll call in Aug 16.
- E&M promotional slides (Fig 4) are put up in clinics which has TV display such as Clinic A, CDLD and O&G starting from Oct 16.
- After reviewing the number of reserved slots allocated for E&M, an exercise was conducted to increase these follow-up reserved slots across disciplines from 1 Nov 16 onwards. This was targeted to ease the finding of suitable slots for rescheduling.

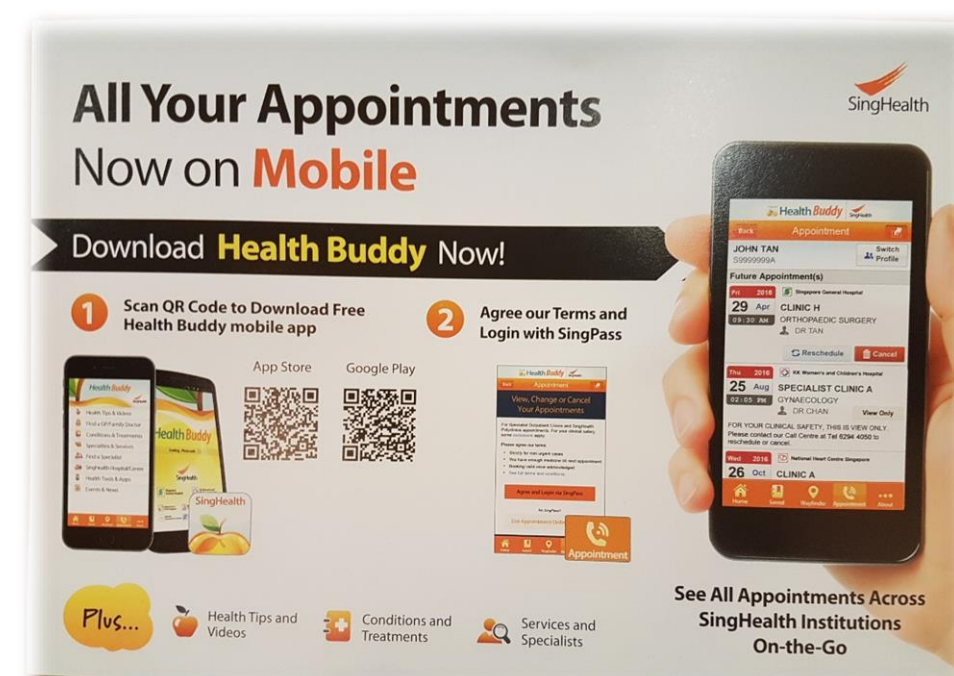


Fig 3: E&M brochures given out at counters.

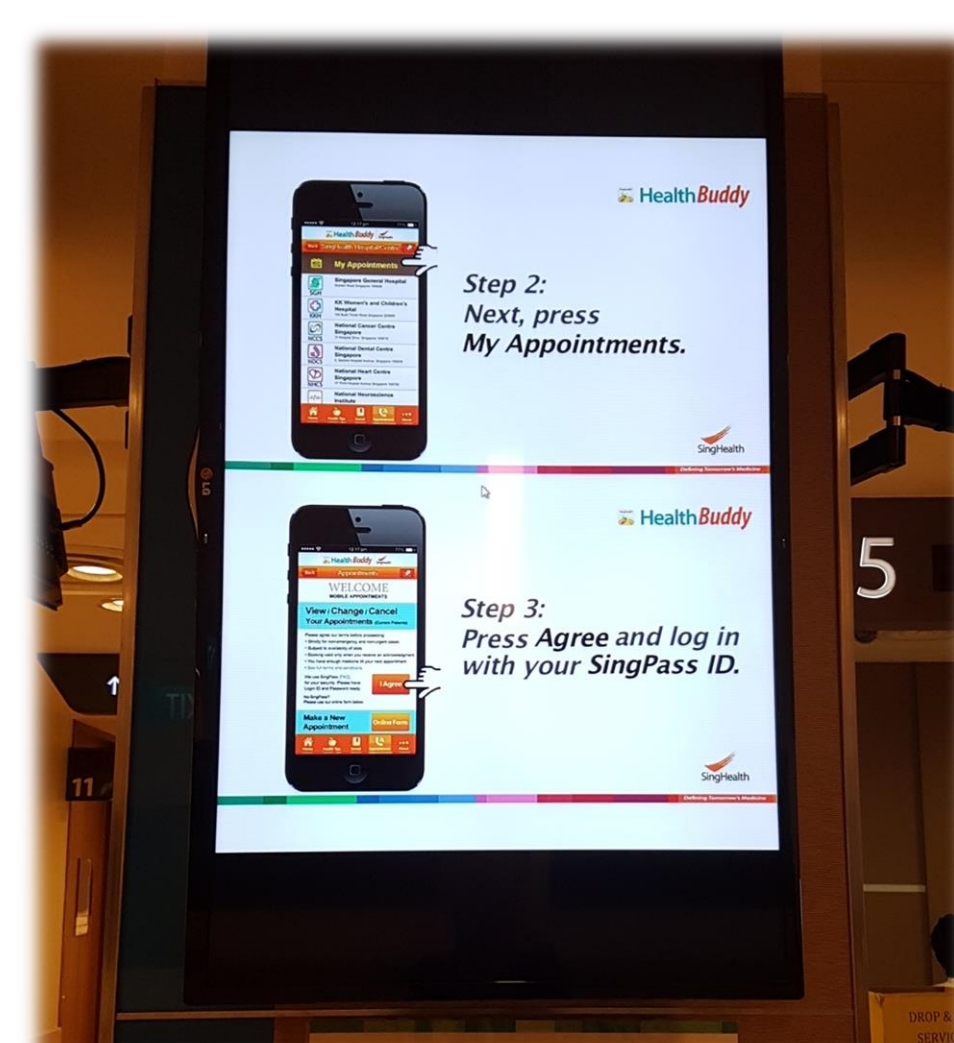


Fig 4: E&M promotional slides shown on clinic TV display.

Conclusion

- This initiative of encouraging patients to use E&M helps to improve patient's satisfaction by easing their frustration in trying multiple attempts to get through call centre for appointment changes.
- In addition, patients are being empowered to reschedule their own appointment according to their suitability.
- Moving forward, the team has taken serious consideration into patients' feedbacks on how E&M could be more user-friendly and improved on. One example is exploring to allow Next-Of-Kins and caregivers to be able to access and manage patients' appointments.