



Singapore Healthcare Management 2017

Singapore General Hospital Care Journey Map

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AIM

"The SGH Care Journey Map" was developed to provide our staff with an all rounded perspective in Compassionate and Genuine Care delivery. The journey encompasses both patient and staff's perspective in service delivery and explore how each service touch point can create extra mile acts for our patients, their families and our colleagues.

This map also helps to identify gaps at each touchpoint, care coordination (across touch points) and areas for improvements. Presenting a totality of experiences, the Care Journey Map allows staff to better understand the dynamics of patient experience and how they can contribute in their own roles towards patient care.

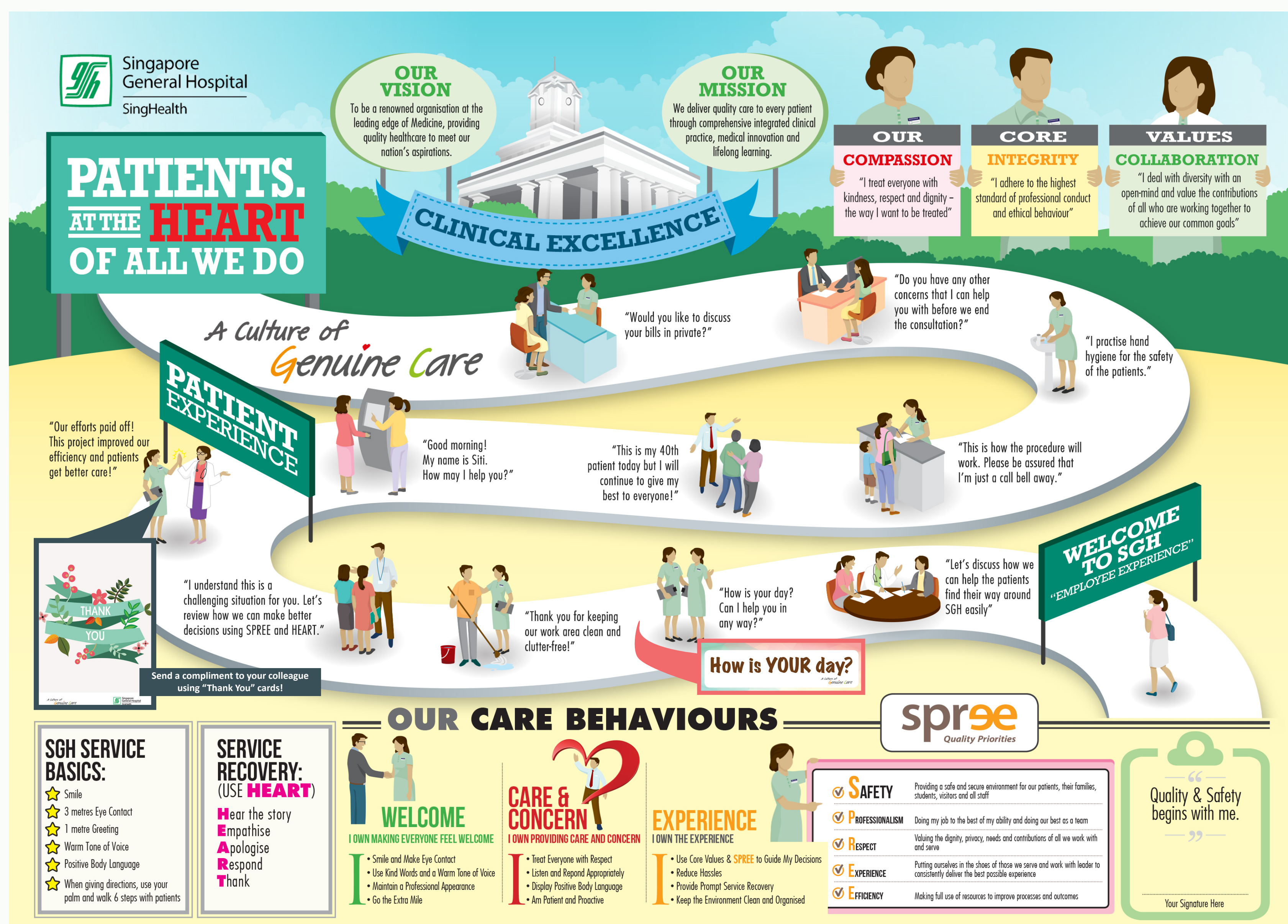
METHODOLOGY

The Care Journey map considers the unique nature of patient experience and also how a positive staff experience can lead to an improved patient's experience and build on our culture of compassionate and genuine care. This map was built on SGH vision and mission, the foundations of our Core Values, Service Basics, H.E.A.R.T, Care behaviours and Quality Priorities (SPREE) and putting "patients at the heart of all we do".

There are various touch points illustrated in this map. Simple acts of services are demonstrated at each touch point. For example, a simple question like "How is your day?" shows care and concern and can be applied for both patients and fellow colleagues. Stories of patients, peer-to-peer care are also shared at each touch point to inspire and motivate.

Through interactive activities, the trainer engaged the staff on how to deliver a positive experience at each touch point through core values, service basics, SPREE and care behaviours. They also learnt how to manage challenging situations using H.E.A.R.T. in the care journey.

At the end of this care journey training, staff will view a video on "Quality Healthcare & Safety" by Cleveland clinic. Safety for patients and visitors starts when people set foot on the campus. SGH Staff are encouraged to think of their own roles and how each of them can contribute to ensure "Quality & Safety" to improve patient's experience. With this understanding, they will then sign their commitment "Quality and Safety begins with me".



<https://www.youtube.com/watch?v=Buhs0t-jjGA&hl=en-GB&gl=SG>

RESULTS

"Care Journey Map" reaches out to NEW STAFF!

The map was used in General Orientation to ensure that new staff understands the important role they play and in which they can contribute towards building a Compassionate and Genuine Care Culture. **592 new staff** benefitted from the Care Journey Map experiences from May 2016 to May 2017.



ENERGIZING staff with a culture of Compassionate and Genuine Care!

The Care Journey Map was used in customised training programs for patient-facing departments such as "Collaborating for our patients" in Specialist Outpatient Clinics (SOCs) in 2016. **More than 190** Patient fronting staff from **more than 20 Clinics** attended the half day workshop and gained insights and knowledge on how to build a compassionate and genuine care culture using the Care Journey Map.

76% rated the training content "VERY RELEVANT". Below are some reviews shared:

- "The Journey Map has interesting elaborations. Better understanding and knowledge to handle patients."
- "Simple and easy to understand. All relevant points about Hospital's Core Values and care behaviours were explained in detailed."
- "Sharing the common work experiences and getting better suggestions to the problems."
- "Interesting. Good updates and reminders on providing better service."
- "Training was very straightforward, simple and easy to understand."
- "Very informative, useful and rejuvenating!"

CONCLUSION

"The Care Journey Map" is an invaluable guide that presents a holistic overview of the various touch points that a patient has to go through in the hospital and how our foundations of core values and Care Behaviours can guide us in our daily roles to achieve a better service experience for our patients and staff.



How to give warm greetings Role play on common scenarios Team Discussion Yay! Graduation from training!