



Singapore Healthcare Management 2017

BUILDING A SERVICE CULTURE TO IMPROVE PATIENT EXPERIENCE

Office of Patient Experience & Engagement, CGH
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Delivering Care that Matters.

OUR AIM

In 2014, CGH set up the Office of Patient Experience & Engagement to embark on a systemic approach to improve patient experience. The office works with everyone in the hospital to create, develop and sustain a vibrant service culture that actualizes our Mission, Vision and Values.

METHODOLOGY

To springboard this culture transformation, a Patient Experience Workshop was conducted in 2015 attended by a multidisciplinary team comprising doctors, nurses, allied health professionals and administrators. With the perspective of what patients value, the participants brainstormed and developed the concepts of patient experience. They delved into the definition of patient experience; putting themselves in the shoes of patients to come up with what really matters.

With the insights, we crafted our patient experience definition and engaging service vision. The engaging service vision, "Delivering Care that Matters", encapsulates what patients value – Safe Care, Quality Care and Assuring Care. By Delivering Care That Matters, each of us, as members of the Care Team, helps support our Mission, which in turn moves us in the direction expressed by our Vision.



Delivering Care that Matters.



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The definition aligns our staff - that no matter what role they play, they are the Patient Experience. Our engaging service vision "Delivering Care that Matters" was launched at CEO Town Hall in January 2016. All staff now proudly wear a newly designed pass with the title "Care Team" and the service vision "Delivering Care that Matters" printed on it.

RESULTS

- The result of the latest national patient satisfaction survey released in 2016, showed CGH as the most improved public hospital with a record high of 82.5% of patient rating it as 'good' or 'excellent'.
- Number of complaints in 2016 dropped 6% as compared to 2015 and compliments increased by 5%, even with the expansion of CGH in 2015 with 200 more beds.

CONCLUSION

A common Service Vision unites the hospital in providing both clinical and service quality to patients and families. CGH staff, the Care Team, take ownership and are empowered to be patient-centered and provide care that matters to patients and their families. As a result, patients and families are more satisfied with the care provided.



We are the **Patient Experience!**
We are the **Care Team!**