



Singapore Healthcare  
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# Using Campaign 'IGNITE' for Unique Service Delivery

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## AIM(s)

To implement Campaign 'IGNITE' to impart affordable service with a 'Quality Customers Want' (QCW) of global standards in new flagship hospital of Fortis Healthcare, Fortis Memorial Research Institute, Gurgaon (India).

## METHODOLOGY

Campaign 'IGNITE' has been introduced to provide High Rational Factor Efficiency (new technology, customer focus, functionality, reliability and aesthetics), reduce effort and increase comfort.

### 'IGNITE' Process:

Influenced or personal perception of Quality in category of hospital by patients.

General Quality of the competition in category of hospital.

Newer trends in quality in other industries.

Important parameters of Quality to establish own unique 'QCW' Spark.

Training of employees beyond standard quality process.

External Environmental Control.

Processes were designed and implemented in Patient and Visitor Care Services, Clinical Services and Nursing Services to achieve these objectives.

## RESULTS

Detailed processes were designed and implemented (various stages of implementation) on principles of 'IGNITE' in the areas listed, bringing significant positive impact on service, perception and unique brand in healthcare in India. Patient feedback and media reports prove the advantage of such processes and programs.

**PATIENT CARE SERVICES:** Platinum (loyalty) Card and Family Health Card.

**VISITOR CARE SERVICES:** Fortiplex (Movie Theatre), Genie (usher) Service, Concierge and R&R (lounge for Rest & Relaxation).

**CLINICAL SERVICES:** Floor Coordinator, Health 4U (Health Check-up program) and Home Care Service.

**NURSING SERVICES:** Call Response time, Single Prick for Intravenous Access, Timely Medication Process and Language Skill (Speak Patients' Language).

## CONCLUSION

Fortis is an established tertiary care brand in healthcare in India. These focussed offerings to enhance quality of service in a brand new hospital from the beginning are not only unique but also essential for discerning patients. The quality of clinical care and other services patients expect can only be provided by identifying needs, designing processes, training providers, using appropriate technology and subsequent monitoring.