

# 'Joy of Service' Programme

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## Introduction

The Hospital provides a service training programme for all its new staff to equip them with service skills in their work. The course contents are generic in nature to cater to the diverse needs and background of the staff from different departments.

In 2012, the Speciality & Ambulatory Division of the Hospital gathered feedback from staff and patients, and then embarked on a customised service training programme for all its frontline Specialist Outpatient Clinics (SOC) staff. The customised programme was carefully designed to suit the SOC settings and to complement the Hospital's service training programme.

## Methodology

There were 4 phases in the development of the customised programme:

### Phase 1 – Fact finding

Conducted focus group discussions with SOC staff, observations at the clinics during peak hours and review of patients' feedback in the last 12 months.

### Phase 2 - Analysis and Brainstorming

A retreat involving several staff was organised to discuss the feedback gathered. During the retreat held at the Botanical Gardens, the team brainstormed on key topics for the customised training, which focused mainly on the frontline staff service attributes. With this, the foundation of the programme syllabus was laid.

### Phase 3 – Developing the Programme Syllabus

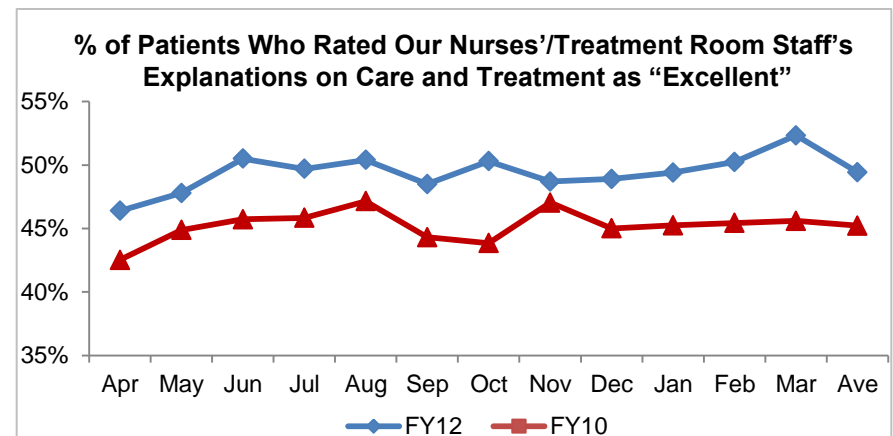
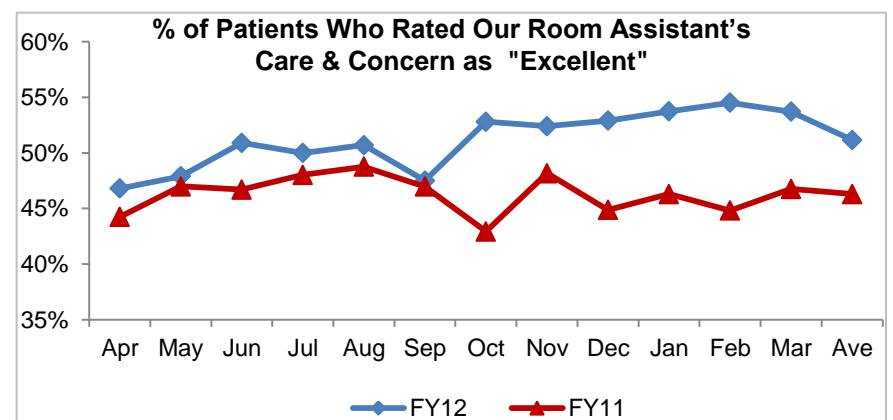
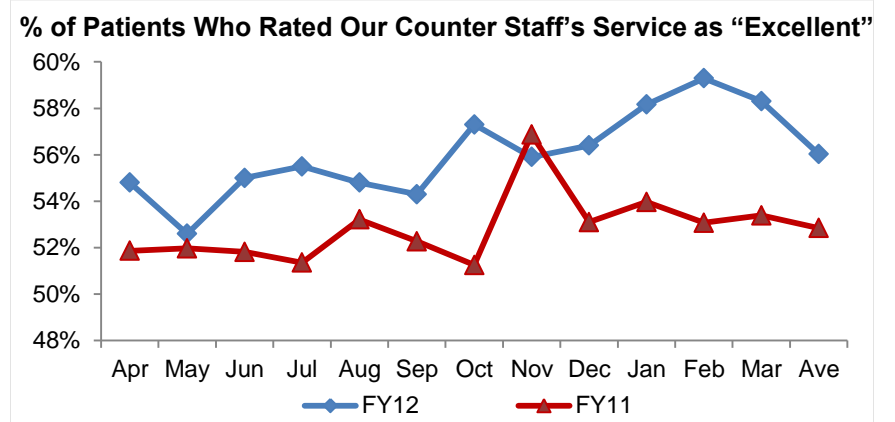
The team worked with the Consultant to develop and prepare the training contents based on the outcome of the retreat.

### Phase 4 – Train the Trainers

A few staff were handpicked for the trainer's course where they will be trained as trainers using the syllabus that has been developed.

## Results

The training started in Oct 2012 and we saw an improvement in the service indicator rating of between 3% to 5% compared to the previous year (FY11) for our frontline staff. These can be seen from the graphs below.



A post focus group discussion was conducted with the staff and there were many positive feedback. The training and 'huddles' - these are Joy of Service weekly activities - have inspired them to serve better and derived joy in delivering service to our patients.

## Conclusion

The 'Joy of Service' training programme has the greatest impact in raising our staff's service awareness. Our staff are now more aware of their personal body cues and exercise conscious review of how they speak and interact with our patients. They also learn to manage their emotions and those of their colleagues and patients better. There has been visible improvement in the rapport and teamwork among the staff and this evidently translates to better care and service for our patients.

