

Promoting Service Quality in CGH

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QUALITY VISION

To provide a level of patient care and services good enough for our own mothers without the need for special arrangements.

OBJECTIVE

Spurring to inspire our staff to serve our external and internal customers better and to be

a hospital recognised for excellence and compassion in service and care,

our Service Quality committee embarked on service standards. This was developed to help our staff achieve and maintain excellence and consistency in the quality of care and service during critical interactions with patients, relatives and colleagues.

METHODOLOGY

In 2011, a multidisciplinary workgroup consisting of frontline and managerial staff was formed. Service standards were revised and formulated through brainstorming and coordination across service departments. The committee developed the STAR service standards. "STAR Standards serve as a guide for all of us to practice during every patient interaction. Consistent practice of the basics will help us move closer towards achieving the Mission and the Vision of our hospital. The committee appointed 2 staff per service department (approx. 30 staff) who modeled the service standards from proven track record as "ambassadors" to guide and set examples for staff to emulate.

Star poster

30 Ambassadors introduced to staff during Quality Convention 2011.



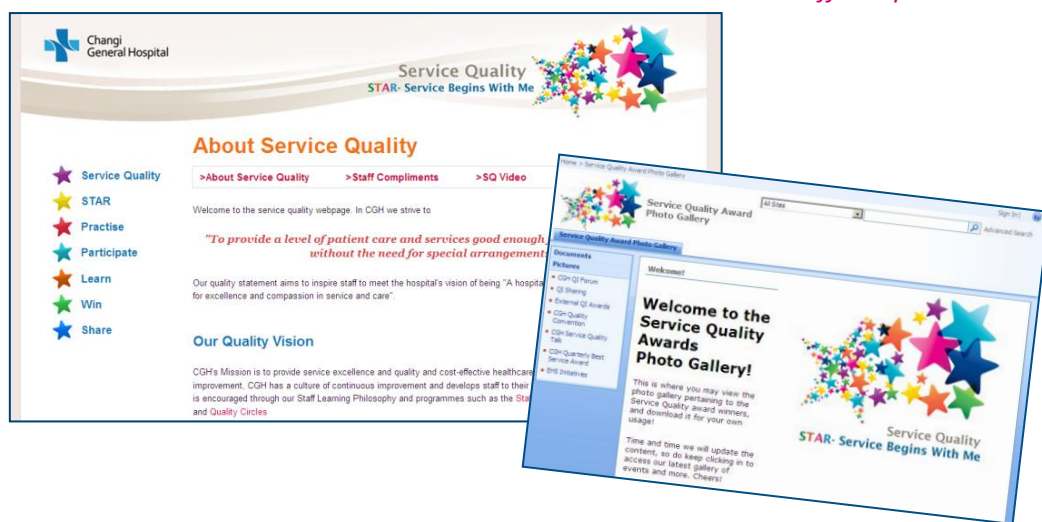
To reinforce consistent behaviour in CGH, staff and supervisors were encouraged to praise and recognise their staff through STAR Cards when they witness their staff practising STAR service standards. The cards can be personalised as mementos for instant gratification, over and above the emails or internal departmental online surveys, and were considered for all service awards.

CGHWays – Service Trainings for Ambassadors



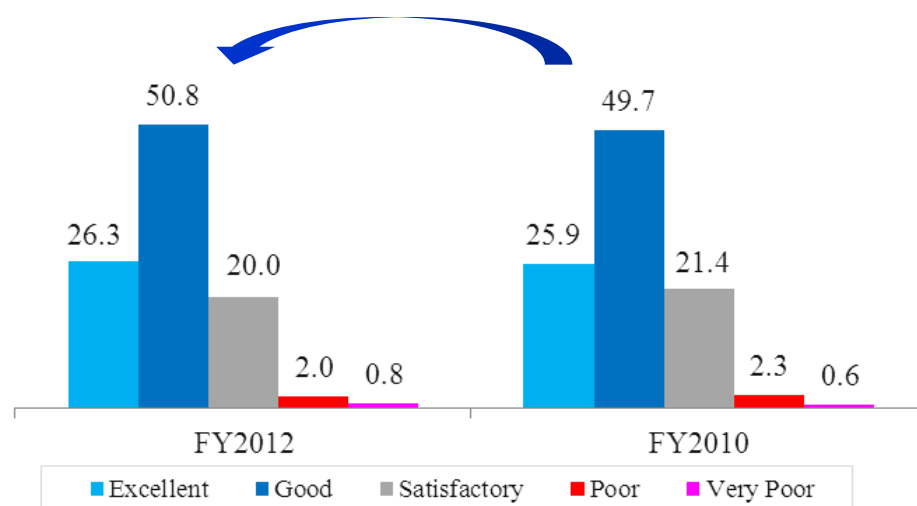
Collaterals such as notepads, posters and badges were distributed as part of the Launch

Service Quality Website was created as an informative site with frequent updates of Service Awards, staff compliments and serve as an online platform for staff-to-staff compliments.



RESULT

In the recent **2012 MOH Patient Satisfaction Survey**, Patient Ratings have increased from 75.7% to **77.1%!**



Source: MOH PSS 2012 results for CGH.

CGH aims to sustain the **internal and external service standards** through HODs' support and by recognising staff every Quarter by giving Best Service Awards to deserving staff and departments. The STAR principles are reinforced quarterly through internal emails and regular staffs' computer logon screens.



Launch of CGH STAR Basics

"STAR Basics serve as a guide for all of us to practice during every patient interaction. Consistent practice of the basics will help us move closer towards achieving the Mission and the Vision of our hospital."