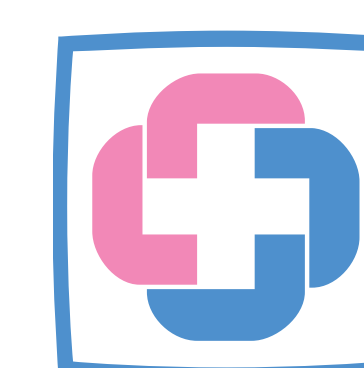




Singapore Healthcare
Management 2019

Revamping the KKIVF Patient Experience



KK Women's and
Children's Hospital
SingHealth

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1. INTRODUCTION



Couples seeking Assisted Reproductive Technology (ART) treatment at KKIVF Centre in KK Women's and Children's Hospital (KKH) are required to attend a compulsory Briefing, Counselling, Consultation and Consent (BCCC) session. This is the couple's first physical encounter with KKIVF Centre after being referred from Specialist Clinics. During this session, they will be given an overview of the ART journey, undergo financial counselling and a briefing on possible side effects or complications that might arise during the treatment cycle.

2. ISSUES IDENTIFIED

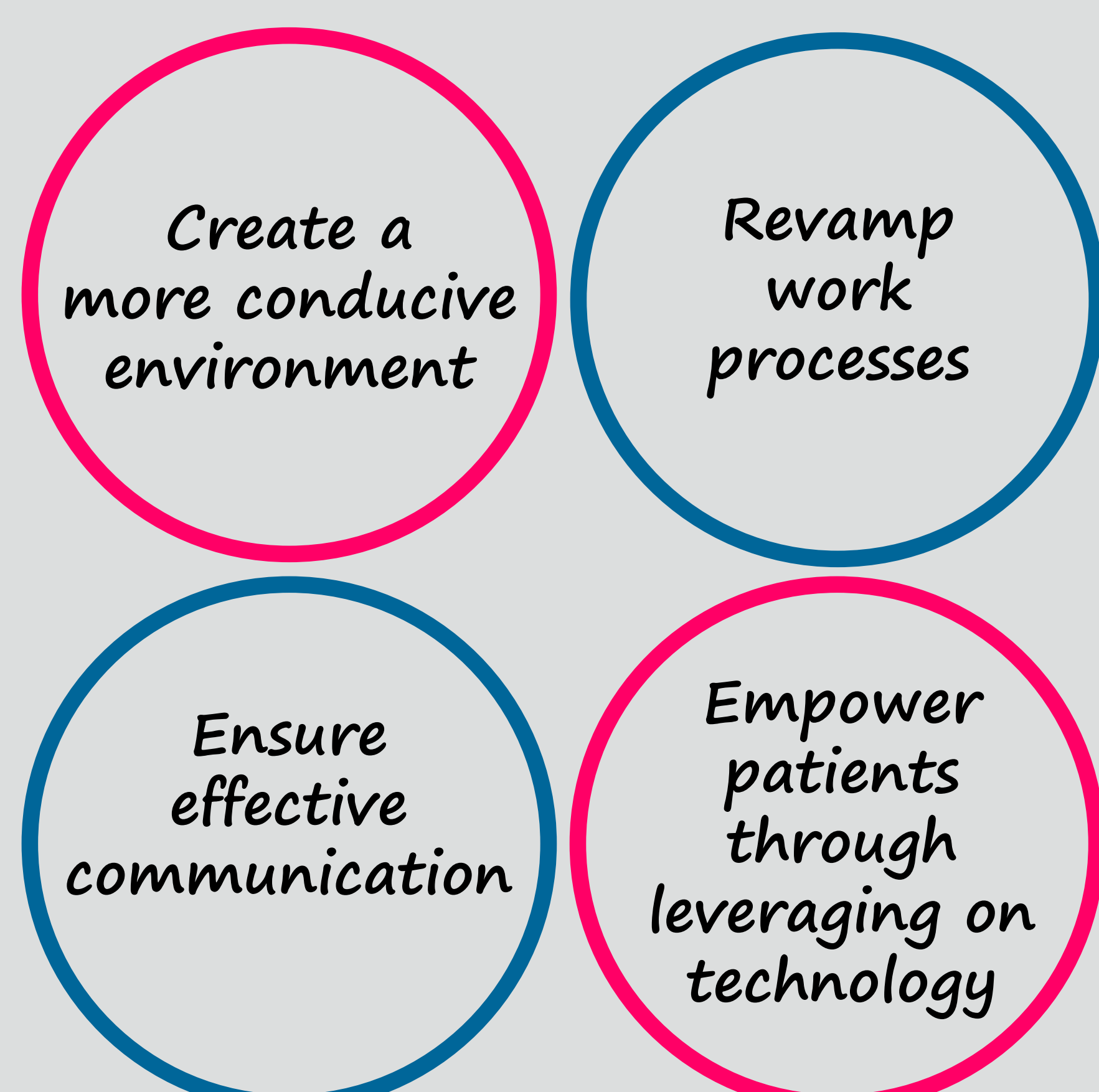
The BCCC session is conducted in a group setting by a nurse and doctor, with the aim of shortening lead time to commence treatment and to create a shared platform for couples to clarify doubts. A typical session spans 3 hours, sometimes leaving couples overwhelmed with the amount of information to be processed yet poor retention on what was communicated. This in turn contributes to high call volumes handled by the KKIVF hotline, with patients enquiring about processes or concerns often already addressed during BCCC.

long waiting time
lengthy information overload
repetitive duration
manual process choked
confusion hotline
risk of error poor retention
no chance to clarify
no privacy

Fig 1: Issues noted through observation studies, patient surveys and staff interviews.

3. IMPROVEMENT APPROACH

As part of continual efforts to better services and enhance the overall patient experience, the project team targeted the aspects mentioned below. Patients were surveyed before and after initiatives were implemented to determine the impact of change.



6. CONCLUSION

Majority of KKIVF patients are well and ambulatory even though they are seen in a clinic setting. KKIVF Centre hopes to continue to provide quality care to patients but capitalise on their relatively lower age profile and IT-savviness to empower them to take charge of their own treatment journey.

4. RESULTS

a) Change in room setting

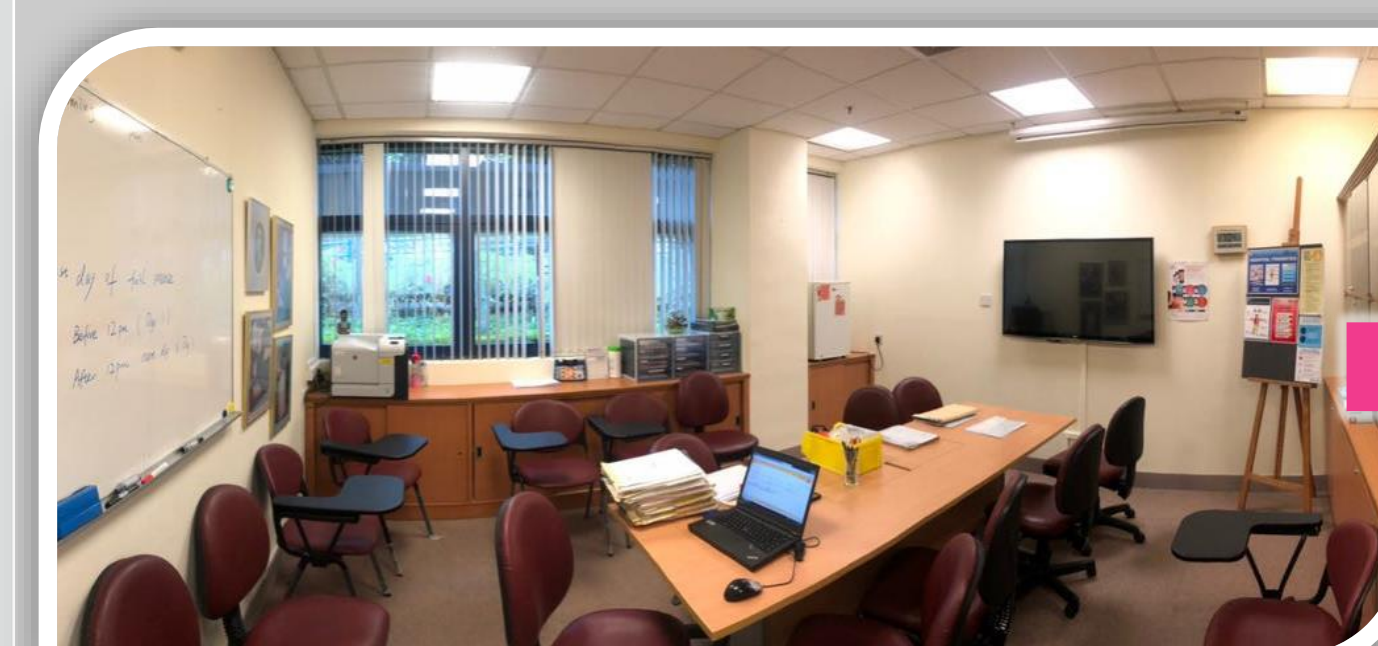


Fig 2a: Round-table setting (before)

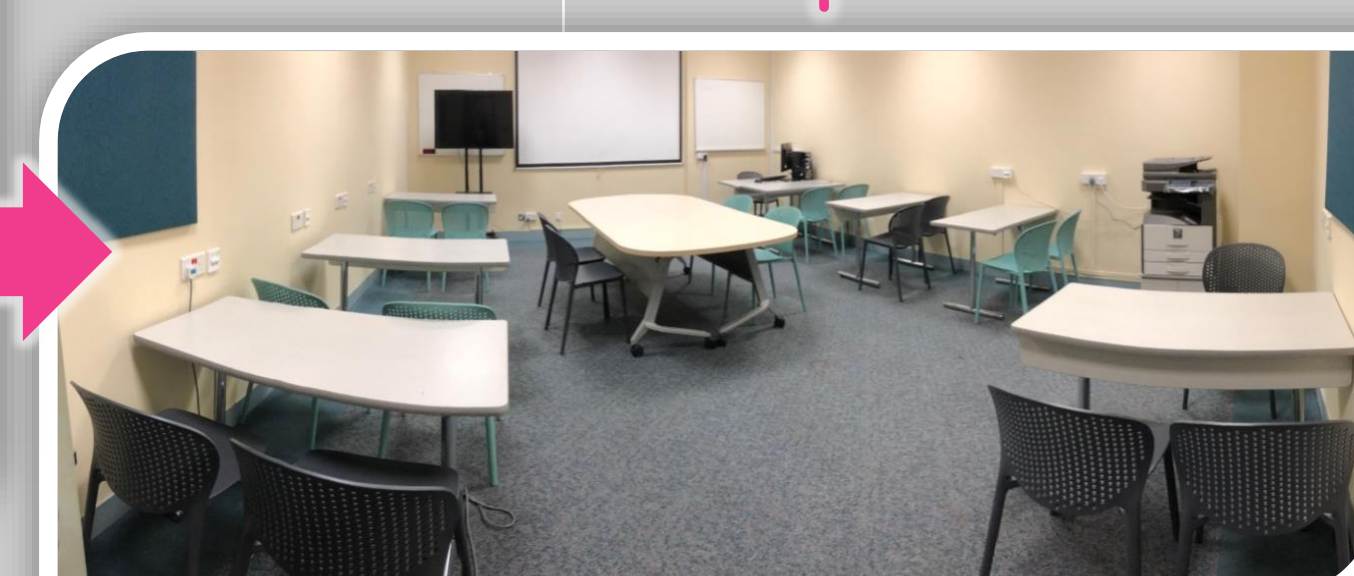


Fig 2b: Classroom setting (after)

✓ Enhanced privacy

b) Registration process prior to BCCC was removed

✓ Shorter wait time & session

c) Marriage certificates and identification documents are scanned directly into the hospital system for easy retrieval instead of filing photocopies

✓ Increased productivity & reduced risk of error

d) Doctor's briefing slides were simplified while retaining critical information

✓ Enhanced communication

With the new initiatives and workflow, a marked increase in patient satisfaction rates for waiting time and privacy were observed. General ART hotline enquiries were also noted to be on a downward trend despite the increase in workload, allowing staff to focus on key hotline enquiries.

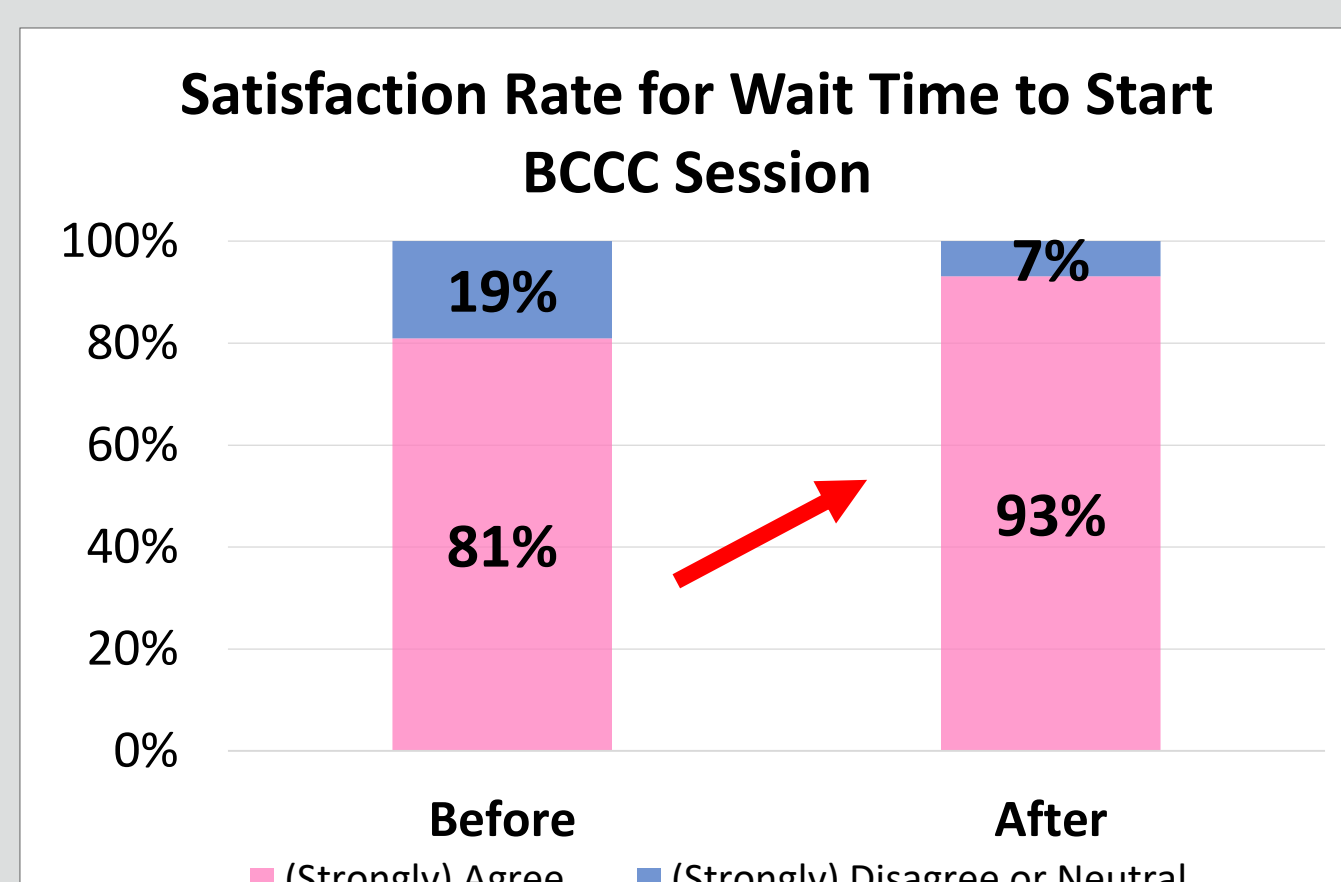


Fig 3a: Increase in patient satisfaction rate for waiting time to start BCCC session.

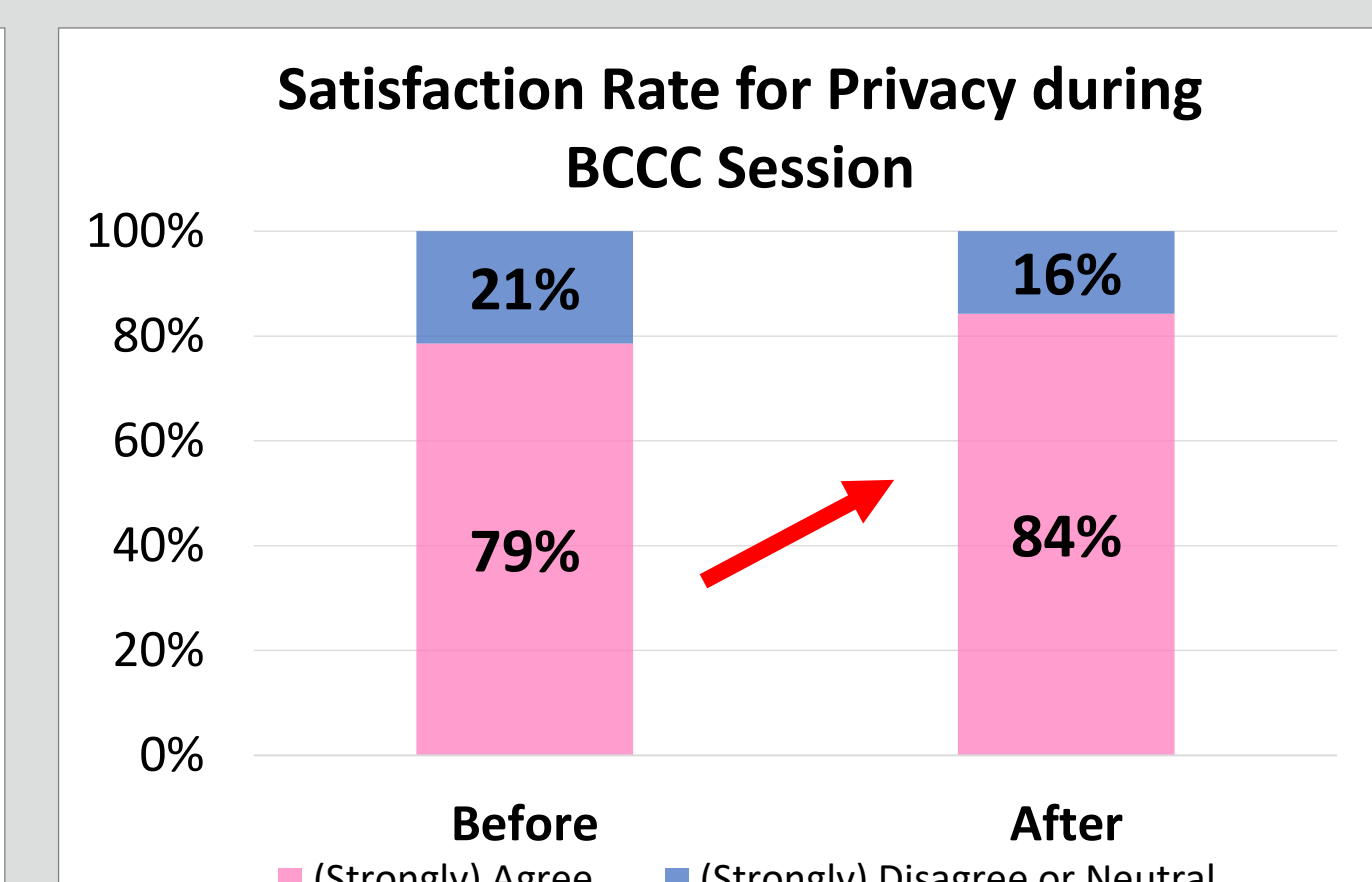


Fig 3b: Increase in patient privacy satisfaction rate.

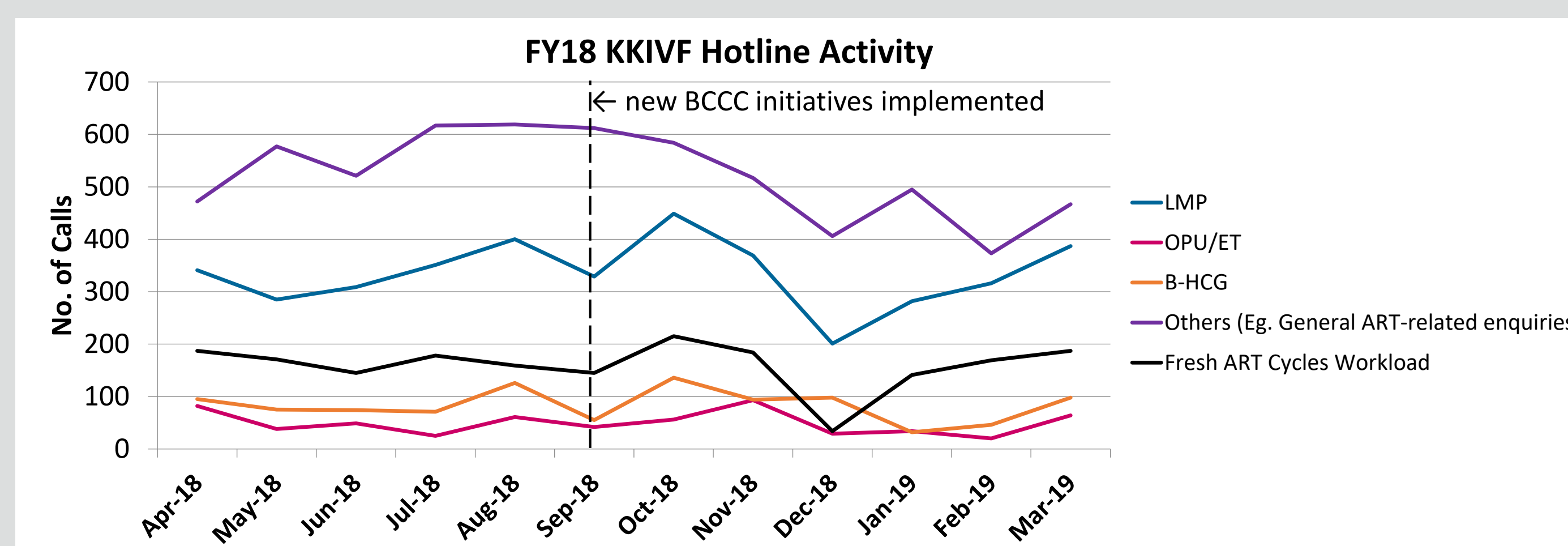


Fig 3c: Downward trend in general ART-related enquiries was observed after new BCCC initiatives were implemented.

5. POSSIBLE FUTURE WORKS

