

INTRODUCTION

Through a regular feedback session held amongst the clinic leaders, they highlighted an issue where the PSAs at the counter were not able to attend to patients who required assistance on matters pertaining to their visits such as wait time, appointment rescheduling, billing issues, requesting for medical certificate/report, laboratory/radiological investigation results, top-up prescriptions, clinical advice, etc.

As a result, patient's experience was compromised.



OBJECTIVES



To improve patient experience by re-designing and transforming the job role of a clinic Patient Service Associate Executive to a “ready-to-assist” ambassador in a clinic setting.

METHODOLOGY



Clinic leaders organised a brainstorm session with all the clinic team members and listed down a list of challenges encountered at the counters.



The team agreed to pilot the suggestions at one of the heavy workload clinic and launched a new job role “**Service Ambassador**”.



The team organized site visits to other SingHealth institutions with a similar concept to better understand the “**Service Ambassador**” scope of work.



With inputs sought from other institutions, the team re-designed the PSA role in accordance to the “SkillsFuture Healthcare” series so they can be future-ready and aligned with the **Future Outpatient Journey** directives.

RESULTS



After many inputs from the team members and the ground staff, the project team agreed to carve out a role “**Service Ambassador**” to assist patients on their needs so that clinic staff can focus on their core duties such as:



Registration



Payment



Appointment Booking



Room Assisting

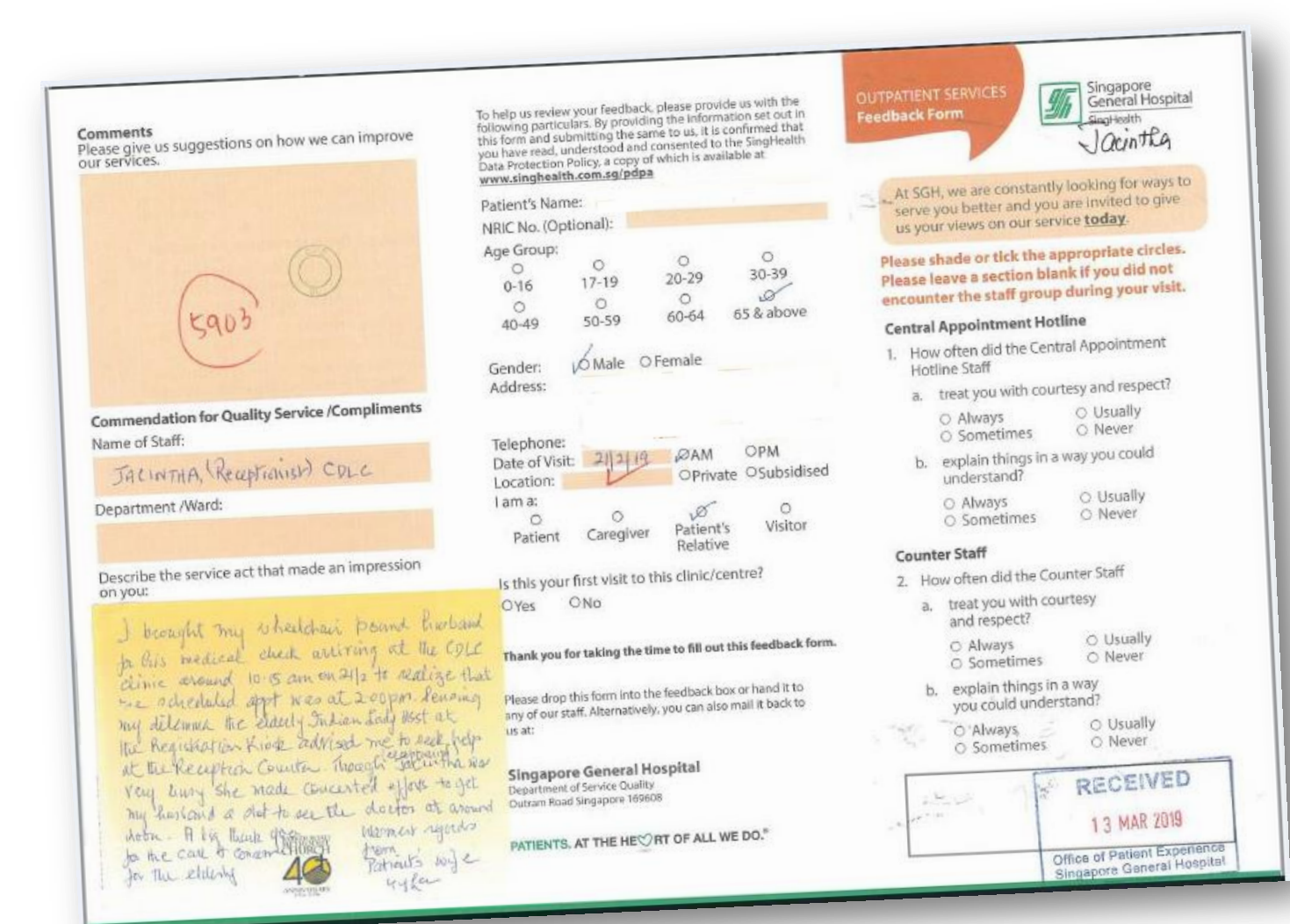
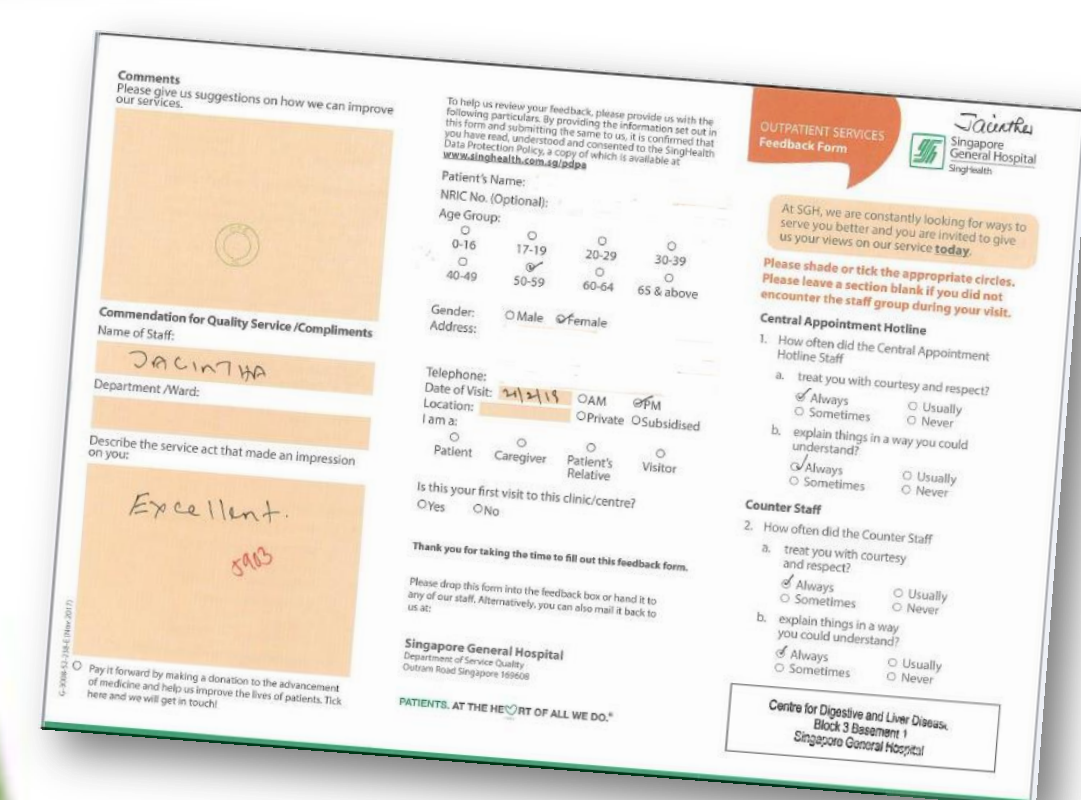
The pilot site received positive feedback from patients and the clinic team. There was improvement to the job satisfaction and patient's experience.

Helped with prescription
~ Lim Yew Ying

She was helpful to inform the doctor was held up and will be late due to medical emergency. She suggest to made payment before manning the appt to sure time.
~ Shashikumar S/O Blaakoran

She was very helpful, kind and patient with me when I asked her question, she every noticed that I was hassling a wrong queue up and changed that for me, she also helped me to check on my queue as I wanted to go to national heart centre, she also came to check on me and I appreciated that.
~ Anonymous

She is very understanding and kind. She is so willing to help when I told her my problem. She is also courteous and friendly even though she is busy with other patients. She puts everything down and attend to me with a smile. A model for her colleagues to emulate. ~ Png Chong

CONCLUSION



Transformation of the taskforce is inevitable due to the advancements in digital technologies, which is changing the way we live today.

In order to achieve the best outcome and to meet the **Future Outpatient Journey** expectation, Management's support and direction are important to drive the team performance. Feedback and collaboration are critical to ensure the success of any new initiative. The results shows positive impacts to both our internal and external customers and lastly, achieving optimal outcome for our patient experience. This will be rolled out in phases to other clinics such as OGC, Haematology Centre and SOC B.