



**Singapore Healthcare
Management 2016**



Reframing Patient Communications Guidelines

Isabel Yong, Carol Wee, Group Service Quality, SingHealth
Inputs from Service Excellence Work Group (SEWG) Members, Comms,
Institutions' SOC/Clinic Operations, Call Centre, Admission & Business Office

Objective

Raise service image of SingHealth and Institutions' staff by reframing the daily language we use with our patients.

Methodology

1. GSQ organised a SEWG retreat and engagement session on 17 March 2015.
2. Attended by 69 staff including SEWG Members, Comms, Institutions' SOC/Clinic Operations, Call Centre, Admission & Business Office who have direct oversight of patient-facing staff.
3. The team identified all touchpoints/ processes, human (e.g. financial counselling) and non-human (e.g. appointment card, websites) that has an impact on patients' perception of privileged care and concurred that a task at hand is to review existing phraseology and script .
4. Extensive review was done on the messaging scripts for front-line staff and with further inputs from our SEWG and Cluster Communications colleagues. The recommended list of terms and messaging were subsequently outlined in the *Say It Right – Reframing Patient Communications Guidelines*. This covers common terminologies/ scripts as well as proposed scripts for common/ tricky scenarios.
5. *Say It Right: Reframing Patient Communications Guidelines* is available on INFOPEDIA. Hard copies of the guidelines are also made available for frontline staff

Outcomes/ Benefits

The guideline serves as a useful reference and benchmark for thoughtful care delivery. It minimises the risk to our staff and institutions, when interacting with patients, giving them a greater level of awareness on how best to communicate with patients in a more tactful manner.

The clear communication ultimately builds better patient relationships, enhance patient understanding, compliance and satisfaction.



Vibrant discussion at SEWG Retreat and Engagement Session

A common service language enables:

- Clear communication to build better patient relationships, enhance patient understanding, compliance and satisfaction.
- Help staff be more aware of SingHealth care behaviour standard - our quality priorities and care behaviours.