

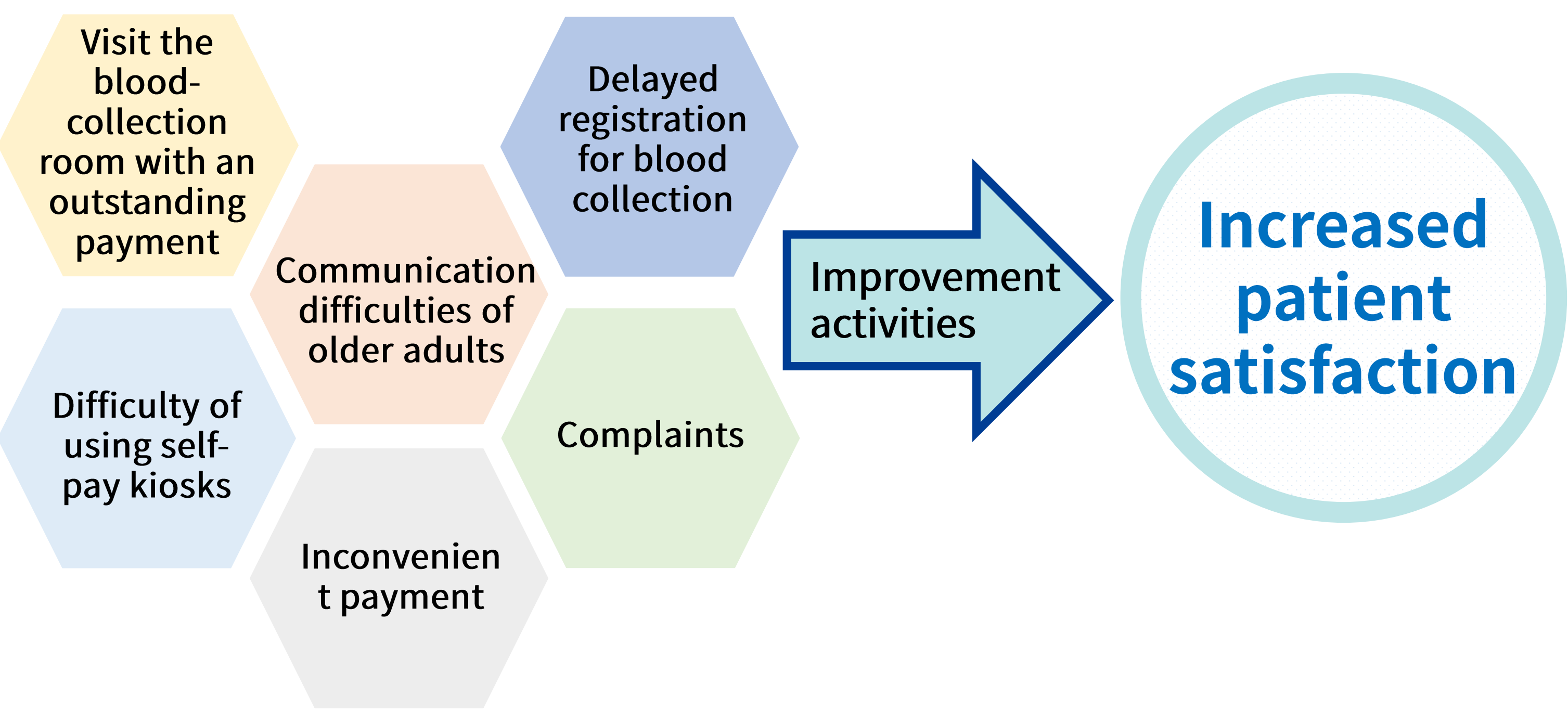
Improving patient satisfaction by enhancing payment convenience of patient visiting the blood donation station

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Introduction

The need for an improved payment process of blood collection



Indicators and Goals

- Indicator 1. Examination nonpayment rate**
 - ✓ Goal: 20% decrease compared to before (preliminary result of 5.5% → 4.4%)
- Indicator 2. Patient satisfaction**
 - ✓ Goal: 80 points or higher (preliminary result of 68.6 points → 80 points or higher)

Strategy and Activities

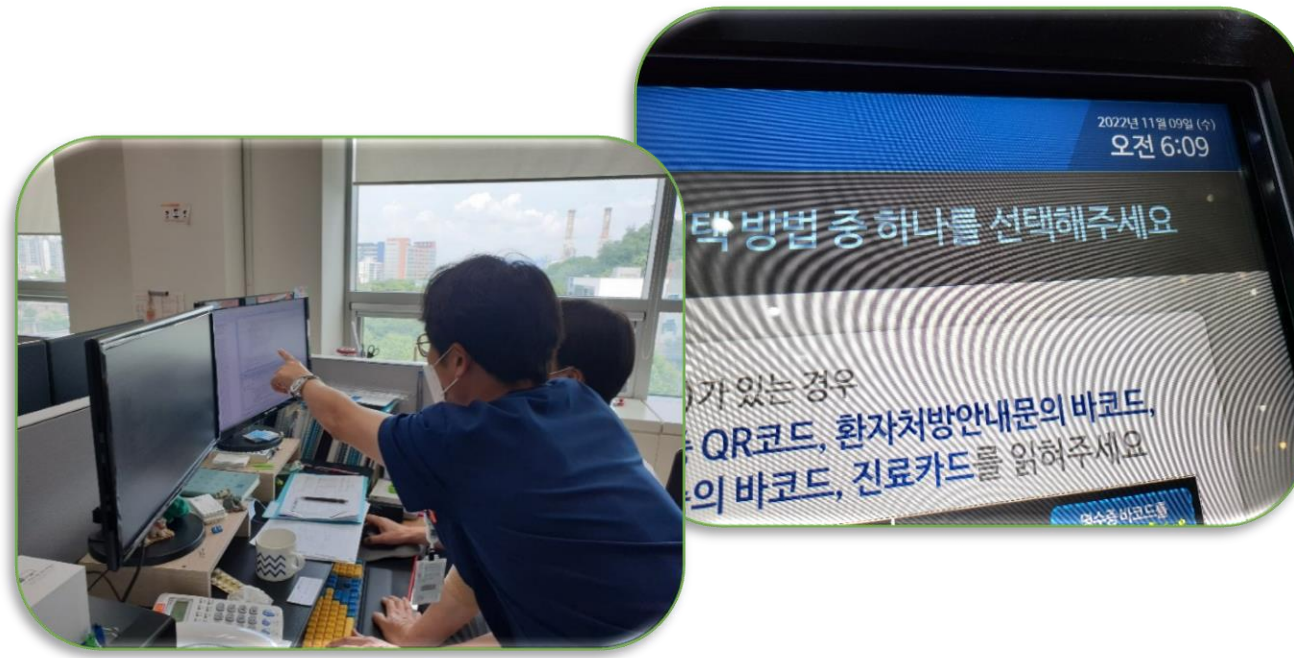
III. Improvement Activities

(1) Design and install instructional boards that explain how to use self-pay kiosks



(2) Improve the self-pay kiosk system

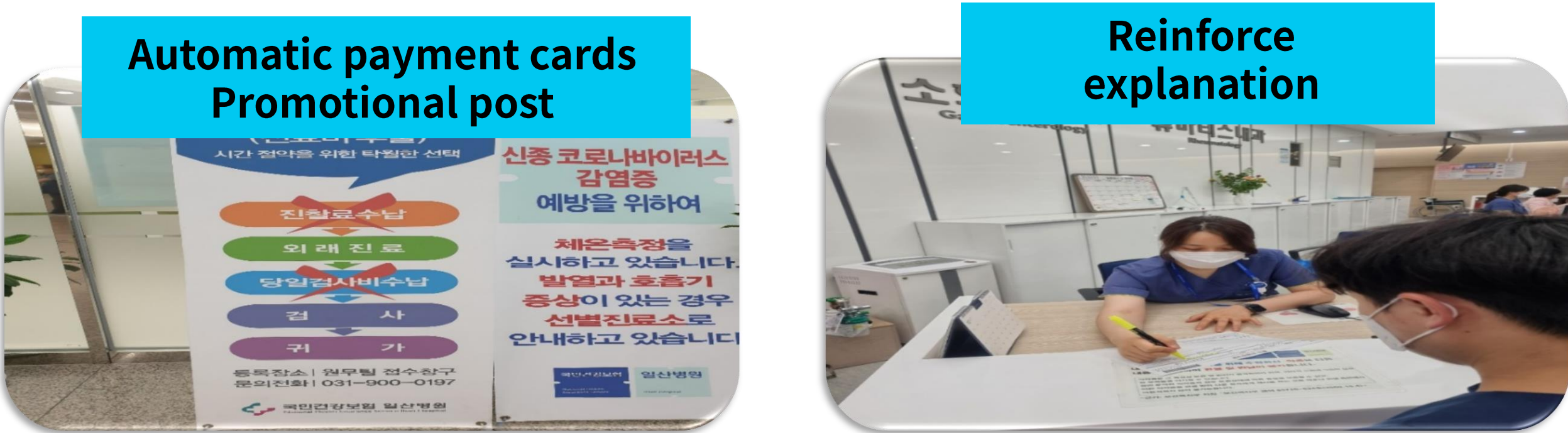
- Self-pay kiosks Extension of payment period (6month → 12month)
- Adjustment of self-pay kiosks operation time (7am → 6am)



(3) Have assistants next to the self-pay kiosks

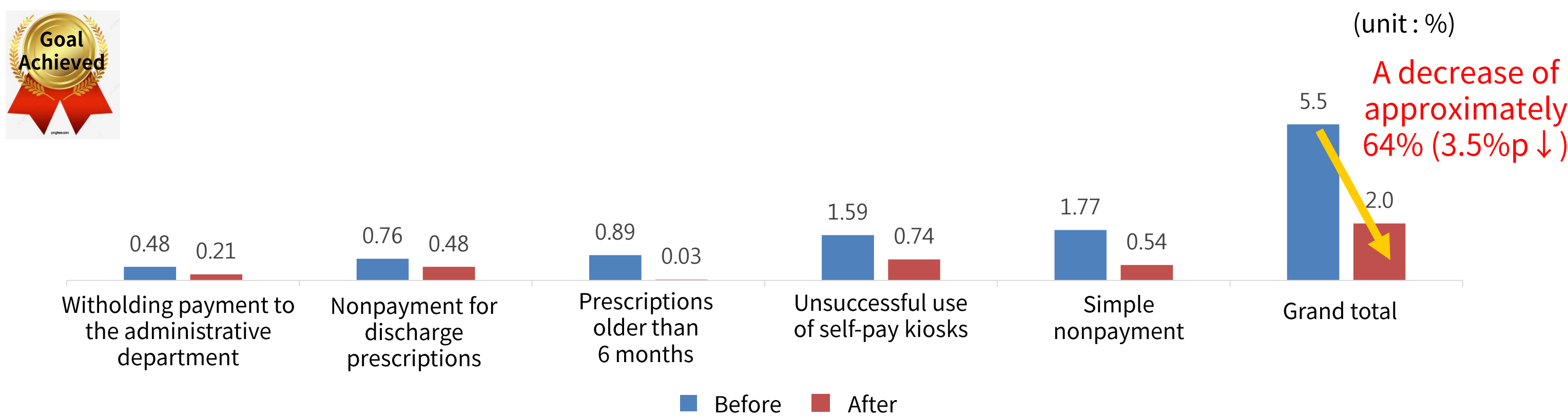
(4) Introduce and promote automatic payment cards

(5) Improve the explanation of outpatient payment information

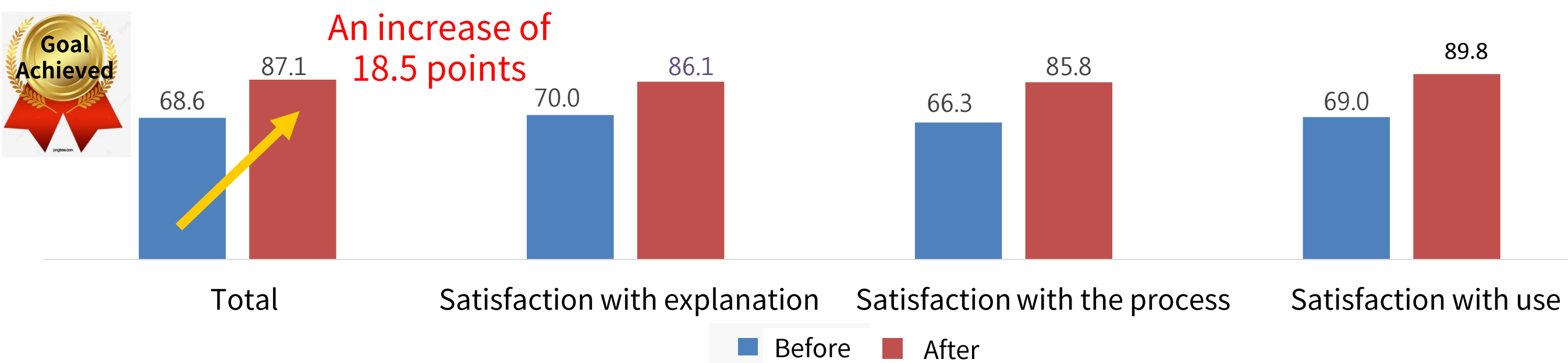


Result

Indicator 1. Examination nonpayment rate: (after) 2.0%
- Investigation method and period: manual count of the number of nonpayments, September 7-23, 2021



Indicator 2. Patient satisfaction: (after) 87.1 points
- Investigation method and period: survey of 200 cases, September 11-15, 2021

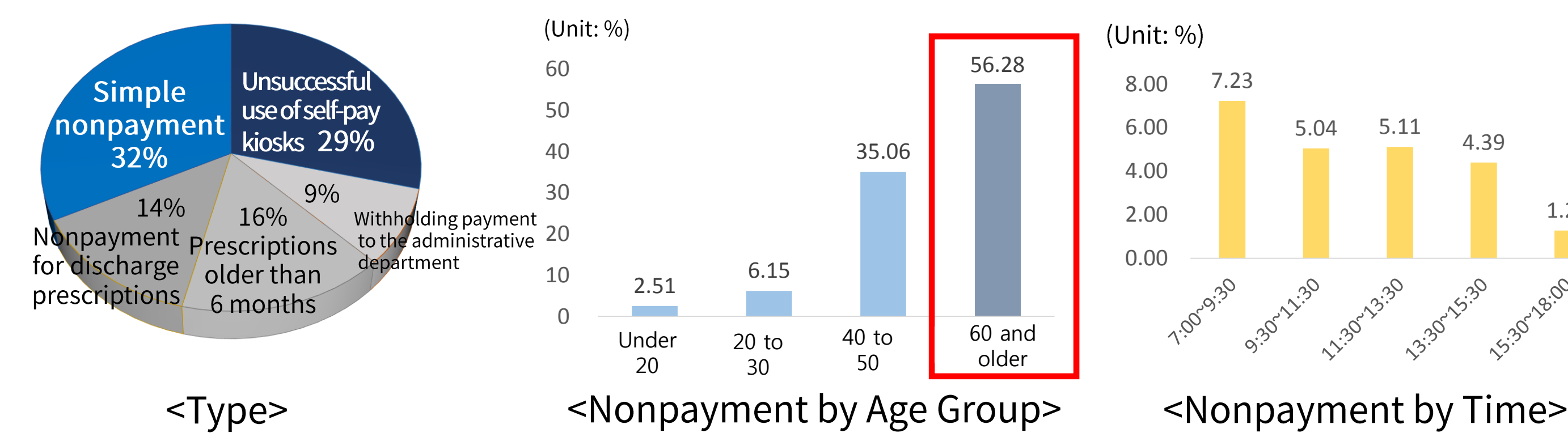


✓ The proportion of respondents who answered "I am aware" regarding the 「awareness of the automatic payment card」 increased from 61% to 77% (16%p improvement in awareness compared to before)

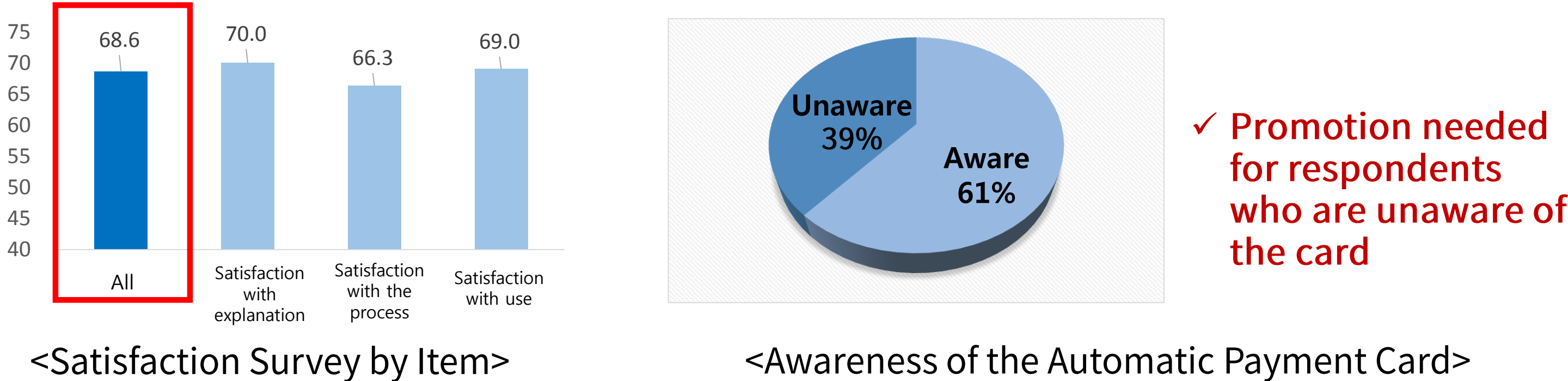
Problem Analysis

I. Preliminary Status

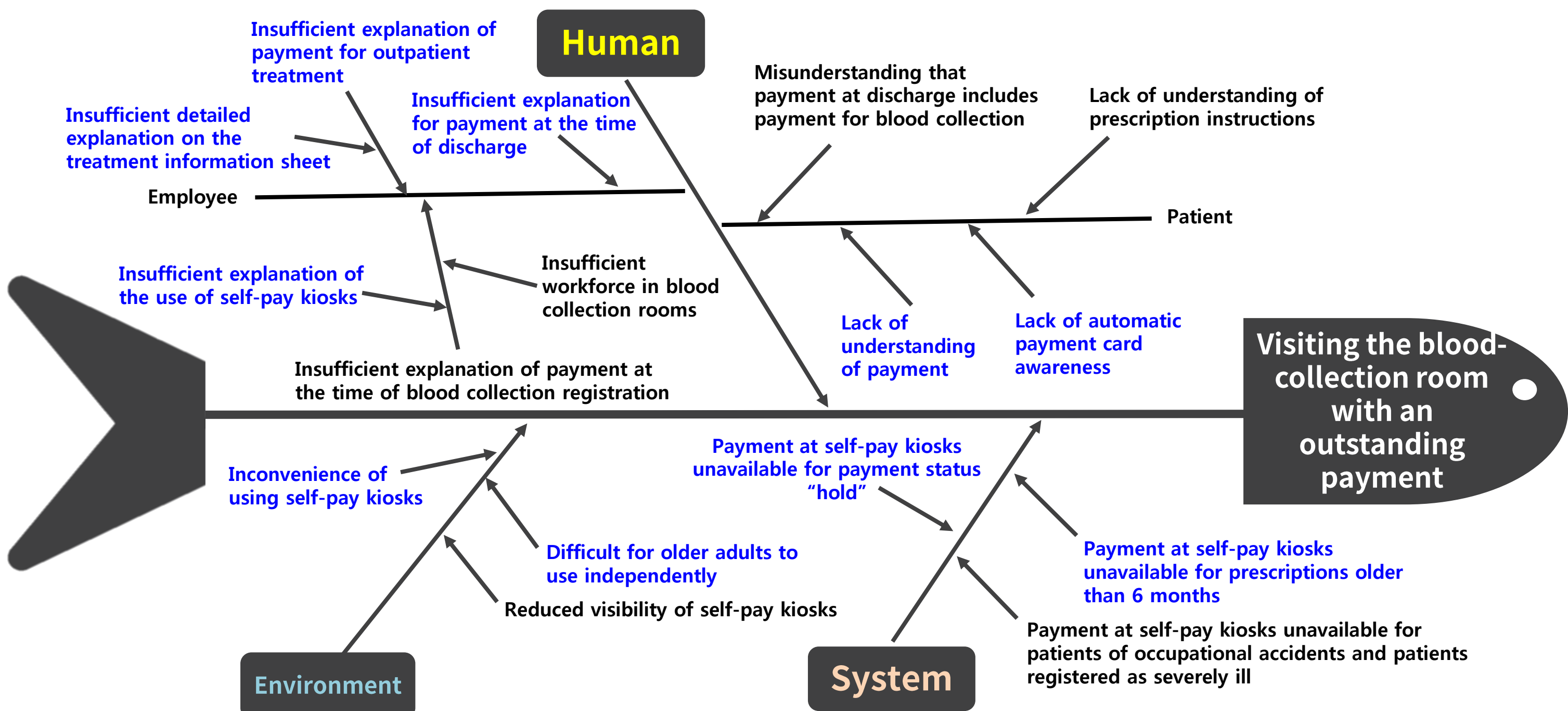
Indicator 1. Examination nonpayment rate: (before) 5.5%
- Investigation method and period: manual count of the number of nonpayments, 2021.3.16.- 4.7.



Indicator 2. Patient satisfaction: (before) 68.6 points
- Investigation method and period: survey of 200 cases, April 6-8, 2021



II. Cause Analysis



Conclusion & Suggestions

Conclusion

- ✓ The effectiveness of the improvement activities was evidenced by a decrease in unpaid examination costs by 64% and an increase in customer satisfaction by 18.5 points compared to before
- ✓ Reduced employee fatigue, reduced reception time, and created motivation for work improvement
- ✓ Existing targets were maintained in the post-investigation monitoring of continuous management

Suggestions

- ✓ Identifying patients' inconvenience and systemic problems is necessary through continuous investigation of the nonpayment rate
- ✓ Recognizing that improving the system for patients also affects employees' work efficiency and is an activity for both patients and hospitals is necessary