

ENHANCING CX THROUGH DIGITIZATION AT APOLLO HOSPITALS

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INTRODUCTION

Every service rendered to a patient has to be swift and hustle free. The journey of a patient can be enhanced and this can be achieved through implementation of Digitization at all feasible area. Firstly, the Service rendered to the patient is remodeled through improving various paradigm at Out Patient Department likewise

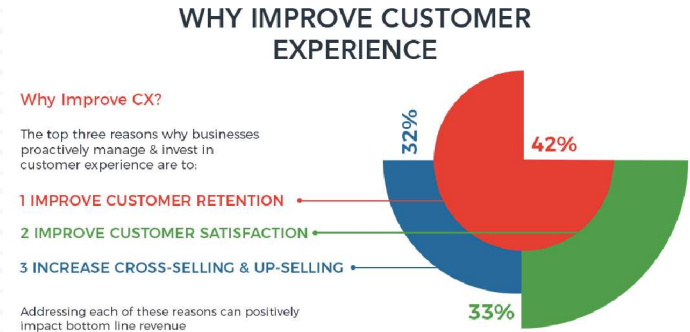
- The Process Enhancement
- The People Intervention
- The Infrastructural Interventions

PROPORTIONALITY OF SERVICE EXCELLENCE IN OPD

Service excellence is emphasized to enhance the journey, a patient trails, to receive clinical attention in a seamless manner. With the growing consumerism and increasing patient demands, hospitals also have to strive towards maintaining meaningful patient engagements by optimum utilization of Healthcare Information Technology (HIT).

The enhancement of patient experience plays a major criterion for the improvement of business, as satisfied customers convert to be loyal ones who help in heightening revenue.

Key to curating customer experience strategy, is to enhance client experience across all the touchpoints. A delightful customer experience makes the business stand out from its competitors.

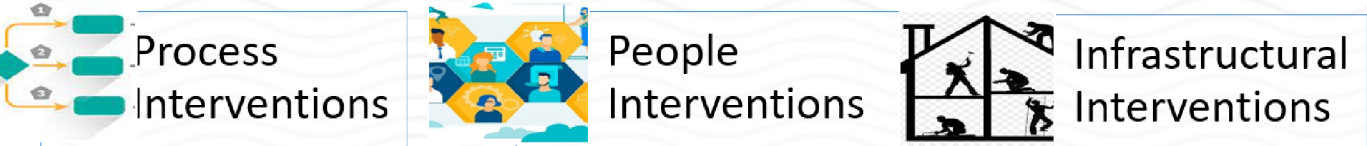


PARADIGM OF Out Patient Department(OPD) JOURNEY ENHANCEMENT

OPD being the first impression for a patient towards the vast clinical experience; the patient experience journey starts from the point they interact with the hospital. To highlight patient experience, some parameters need to be closely monitored to uplift the service rendered to the patients:-

- Crowd Management
- Guidance and handholding
- Enhance feedback scores
- Improve conversions and Adoption of digitization

Various operation facet for Improvement:-



PROCESS INTERVENTIONS

- Streamlined appointment booking
- One point call center for booking appointment for any units across the nation
- Instant text message to patients after appointment booking,confirmation on details of the doctor & OP counter

Digitization at OPD area

1. Paperless registration - Paperless registration aims at OTP based registration process using self-registration kiosk & QR codes deployed at all locations. QR code is handy with all staffs to assist patients immediately.
2. Online payment service- Patients can make Payments for services using QR codes
3. E-bill- Bill copies to Patients are sent digitally, reducing paper consumption
4. Digital Reports- Blood Investigation & diagnostic reports will be sent to Patients via SMS link
5. E-Prescription- Pharmacy will have e-prescription copy, where patient need not produce hard copy of the prescription

PEOPLE INTERVENTIONS

- 1.Placement of Ushers-Deploying Ushers at potential areas of OPD to reduce Crowd, handhold the patient, Resolve queries. Help patients in finding way
- 2.Setting service standards at every touch point-coining the process as WOW OPD moments. Training all the staffs and making them acquainted with the service standards at various touch points

- At Porch & Lobby
- At Lobby
- At Registration
- At Consultation rooms

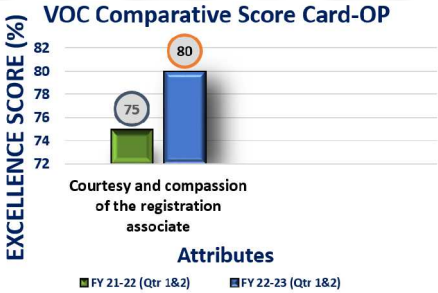
Service standards at various touch points at Apollo



Grooming Standards at Apollo



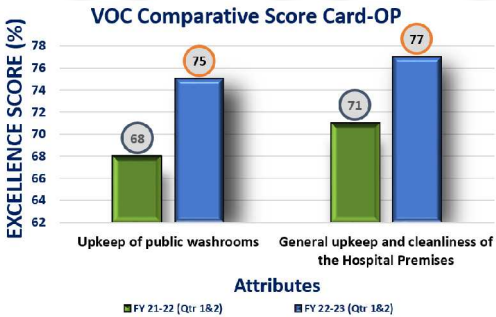
1. Training and Recognition-Periodic training of front facing staff on Service Excellence Standards. Empowering staff to be multi-skilled to perform all the processes. On spot recognition of staff who performs their tasks with ABCD (Above & Beyond the call of Duty)



INFRASTRUCTURAL INTERVENTIONS

1. Placement of RED BUTTON kiosk-Identifying a potential area where the KIOSK can be placed which serves to help patients who might have been missed by associates who were paying attention to other patients
2. Revamping of OPD area
 - Increasing seating space with comfortable seats
 - Placing KIOSK that would facilitate patients to print out of their respective reports
 - SS followed at all counters

To quote an example of upkeep and aesthetic of washrooms with the renovation of infrastructure is very significant-



CONCLUSION

All interventions work in alignment with each other to enhance the customer experience and provide them with best of all services, as customer experience is today's benchmark for any improvement.

To be at the top notch of the business and to sustain the interventions, we shall

- Make patients a part of our success
- Empowering team to go an extra mile
- Optimize patient journey
- Building Customer centric metrics



To conclude, customer centric approach is a vital part of any service as it showcases our ability to meet or exceed customer's needs and expectations. This in turn makes them a loyal part of the organizational growth