

Apollo Hospital TLC Initiatives and Its Impact on the Customer

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Introduction

T-Tender L-Loving C-Care

The concept of Tender Loving Care was started in the year 2015, with a journey toward Patient Delight and it got further strengthen during the tough phase of Covid. Tender Loving Care is the motto of our organization and is woven in our DNA. TLC manifests in various ways at every point of care. Service Excellence team through “Tender Loving Care” program endeavors to reaffirm our commitment to the organization to serve our guests by creating memorable moments as cornerstone of our services.



Ideology of TLC

There are 6 things that we do every day to move our environment to customer delight.

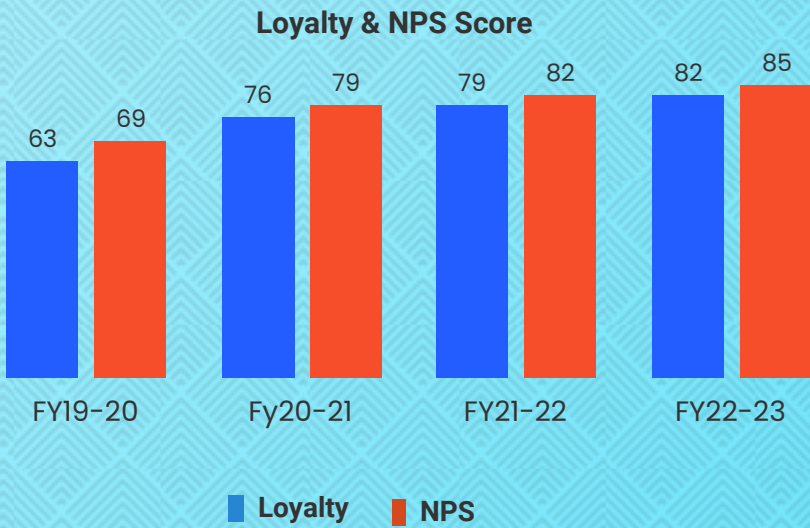
- 1. Focus on individual experience
- 2. Ask the right questions
- 3. Go the extra mile
- 4. Act towards compassion
- 5. Throw in a surprise or Two
- 6.Deliver a consistent experience

Through TLC we create memorable moments for our patients and capture them under following categories –



Accomplishments

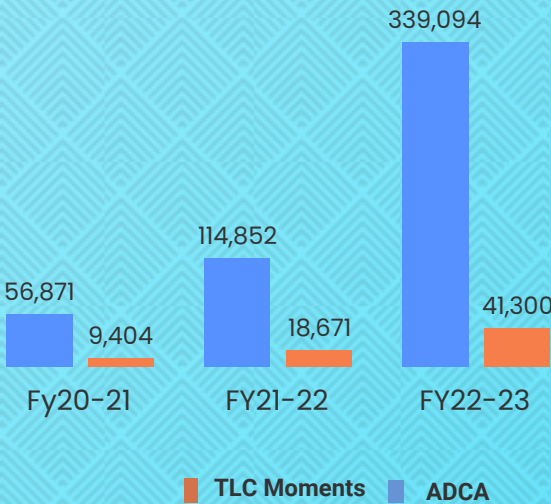
- 195% yoy rise from FY 19-20 in Tender Loving Care moments created for Patients from the
- 121% yoy rise from FY 19-20 rise in ADCA moments
- 45000+ TLC moments are created monthly to delight patients and family members
- Every 2 minutes one TLC moment is created across Apollo Hospitals group
- 4606 “TLC- Smiles Behind a Mask stories” created in the last 2 financial year, i.e. 1802 stories created in FY20-21,
- 2804 stories created in the FY21-22 ,4580 stories created in FY22-23 and this year i.e.FY23-24 till date 1700+ stories are already created
- 296 stories selected as Weekly Best Stories
- Our Loyalty NPS has increased by 31%
- Our Referral NPS has increased from 23%
- 41% reduction in patient/attendant complaints



Improvement in Patient satisfaction scores (comparison last 3 years)

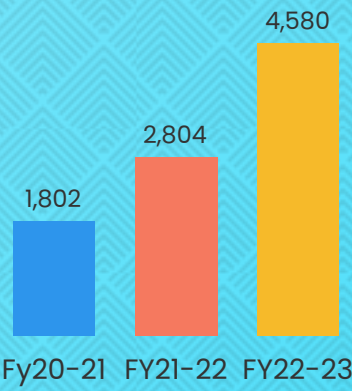
Growth in number of moments getting created for our patients

Tender Loving care- Moments



Growth in number of unique heart touching-TLC Behind the mask Stories

Stories



TLC Samples



Conclusion

Patients judge their experience by the way they are treated as a person, not by the way they are treated for their disease. You can improve your services simply by asking a question like “ Was there anything frustrating or disappointing about your experience”. Touching a life every 2 minute across Apollo Hospitals by creating an unforgettable moment. Involving all the departments starting from Security to Doctor’s to Housekeeping and F&B etc. Creating moments that were not expected by the patients in normal times also Created more than 6 lakh TLC moments and still counting...