



Introduction

After Covid-19, there was an immediate need to be more resilient, agile and customer-centric. So, we introduced significant systemic changes, improved multiple existing processes, trained our staff into engaged caregivers and brought scores of digital initiatives to make our facilities future ready and world class.

Towards a Digital Age: Apollo Lakshya

Mr. Gaurav Loria &
Mr. Pradeep Pandey
Apollo Hospitals, India.
e-mail: gaurav_l@apollohospitals.com
Code: isqua2023.2b102eb



OBJECTIVES

Following Covid-19, there was significant change in patient's expectations. They wanted

- Smaller queues and less crowd across OP areas
- Less waiting time for various processes
- Minimum touch points possible

We anticipated that such a change in expectation will continue, increasing the importance of digital solutions.



Stage 1 (Completed in 30 days)

- Digital Visitor Pass
- Self Registration Kiosks
- Staff carrying payment QR codes behind their ID cards

Stage 2 (Completed in 60 days)

- Red Button (immediate patient assistance)
- Bedside Admission & Billing
- Pharmacy floaters
- Outpatient & pharmacy Token system
- Investigation scheduler

Stage 3 (Completed in >60 days)

- Bedside Discharges
- Discharge TAT reduction
- Live CPOE (Computerised Physician Order Entry) tracker
- Digital prescriptions
- Smart rooms
- Updated Emergency Room

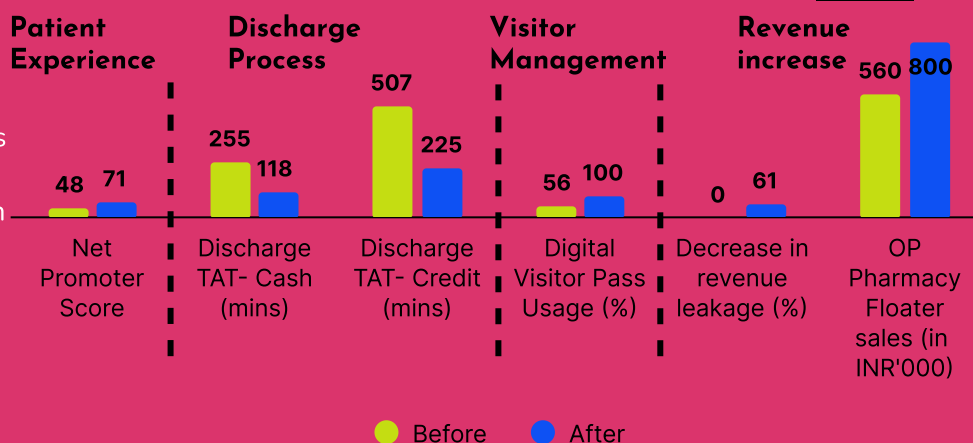


METHOD



RESULTS

Apollo Lakshya is a unique initiative through which we passionately showcased that exceptional customer service is the very heartbeat of the healthcare sector, and the path to achieving it lies in embracing digital transformation. In pursuit of achieving this objective, we surpassed our own expectations on multiple fronts.



Apollo Lakshya, that started as a pilot project in Apollo Hyderguda, Hyderabad, Telangana, India, has been a humongous success.

This can be observed through the hospital's **Google rating** which **increased from 3.4 in June 2021 to 4.7 currently** (July '23). With this success, the project is already underway in 5 more hospitals. We aspire to implement this project on all our units with 100 beds or more in upcoming 5 years.



CONCLUSION