Towards a digital age: Project Lakshya

AUTHORS

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INTRODUCTION

Covid-19. shook the healthcare systems around the world, Hospitals suffered shone a spotlight on processes and systems, revealing vulnerabilities and flaws we overlooked.
Apollo hospitals, decided that there is an immediate need to bring changes in our facilities making us more resilient, agile and customer-centric.
To bring significant systemic changes, improve existing processes, train staff into engaged caregiver and initiate digital initiative to make our facilities future ready. This resulted in conceptualization of the initiative 'Apollo Lakshya'. A 250 bedded hospital was selected.

OBJECTIVE

To overcome facility processes clear objectives were identified.

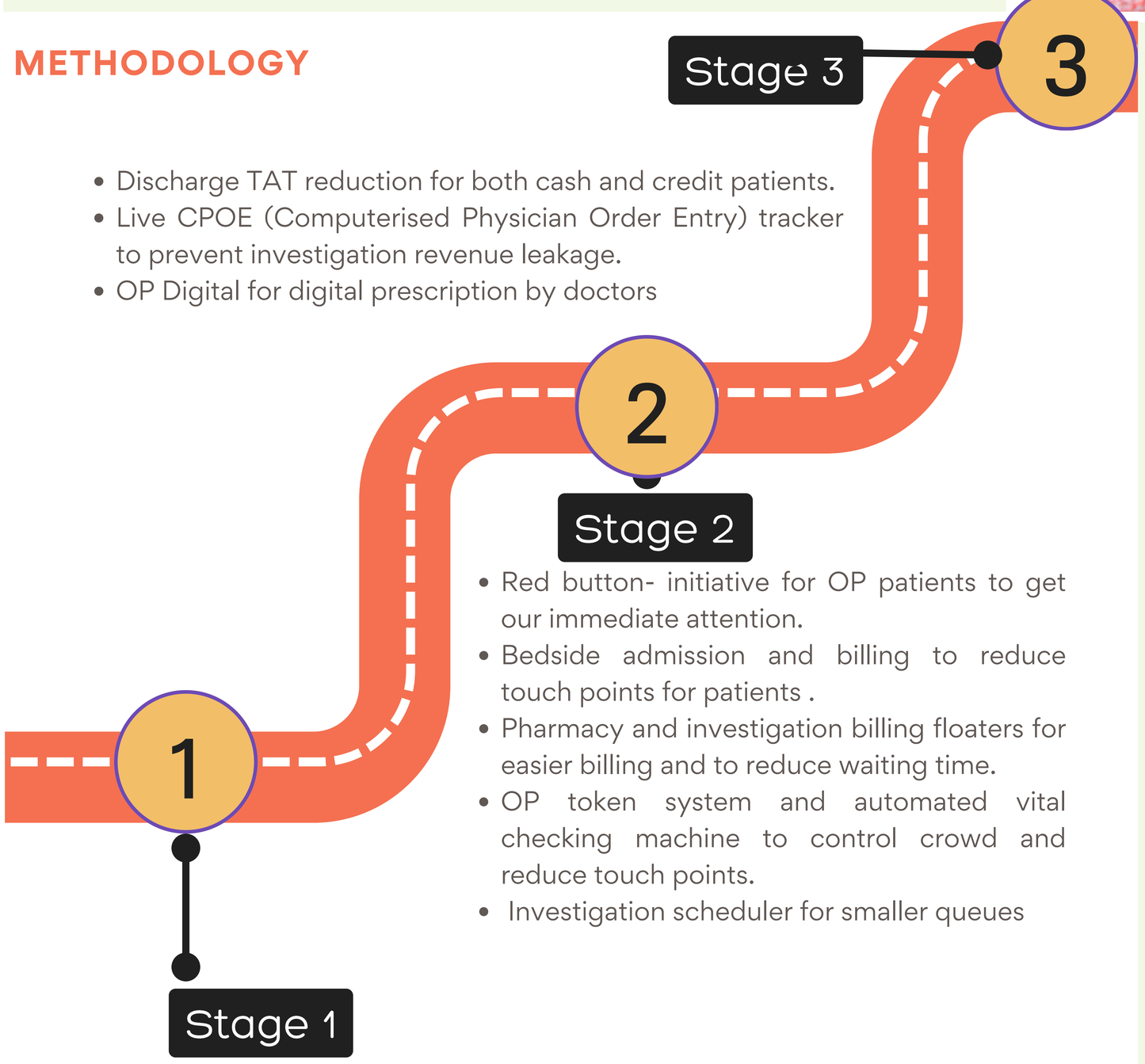
🎯 Smaller queues and lesser crowd in front of various desks.

🎯 Minimum touch points in the patient processes like billing registration, admissions, diagnostics.

🎯 Digitisation implementation across the hospital.



METHODOLOGY



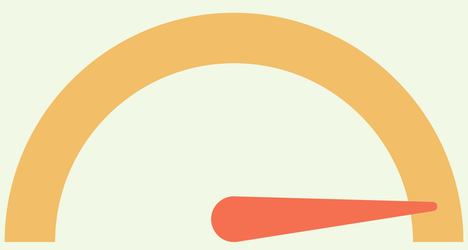
- Discharge TAT reduction for both cash and credit patients.
- Live CPOE (Computerised Physician Order Entry) tracker to prevent investigation revenue leakage.
- OP Digital for digital prescription by doctors

- Red button- initiative for OP patients to get our immediate attention.
- Bedside admission and billing to reduce touch points for patients .
- Pharmacy and investigation billing floaters for easier billing and to reduce waiting time.
- OP token system and automated vital checking machine to control crowd and reduce touch points.
- Investigation scheduler for smaller queues

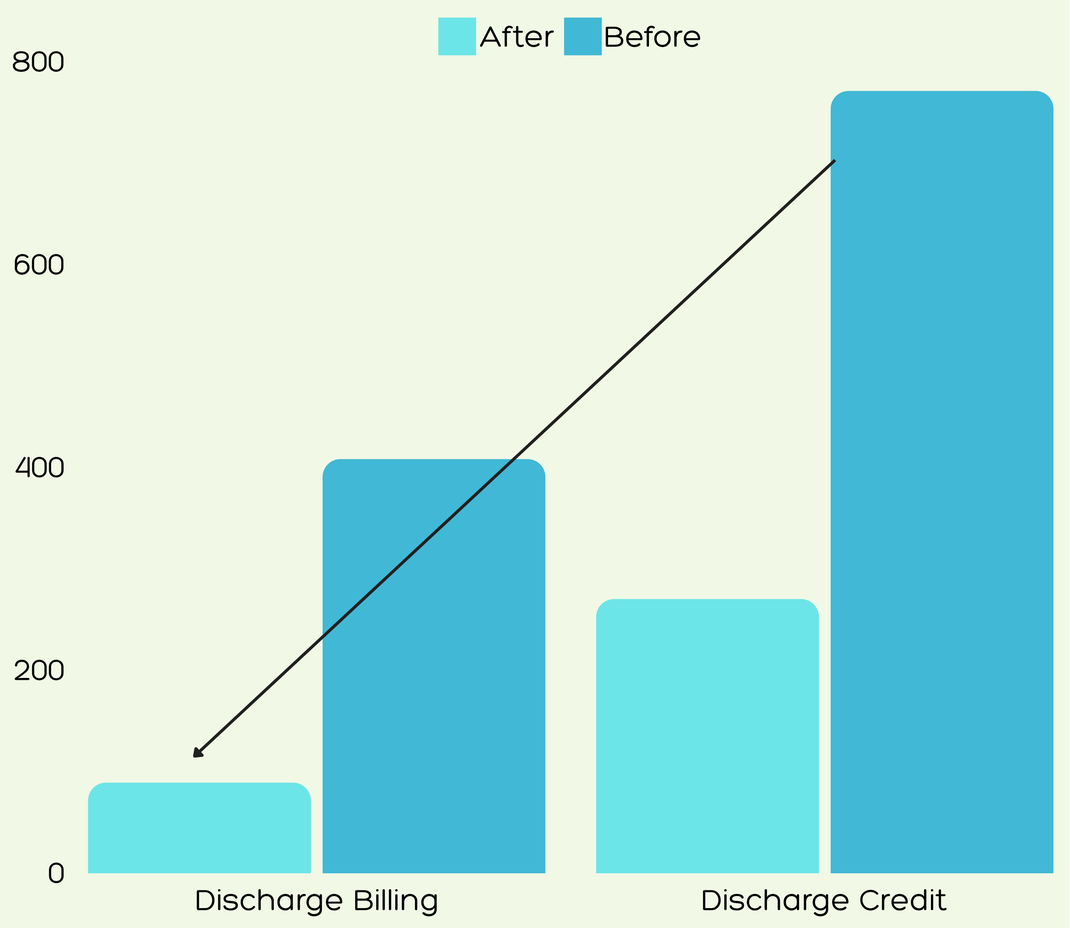
- Digital visitor pass for the patient attendants to control crowd.
- Self-registration kiosks for the patients for contactless registration.
- Staff carrying payment QR codes behind their ID cards for easier and contactless billing

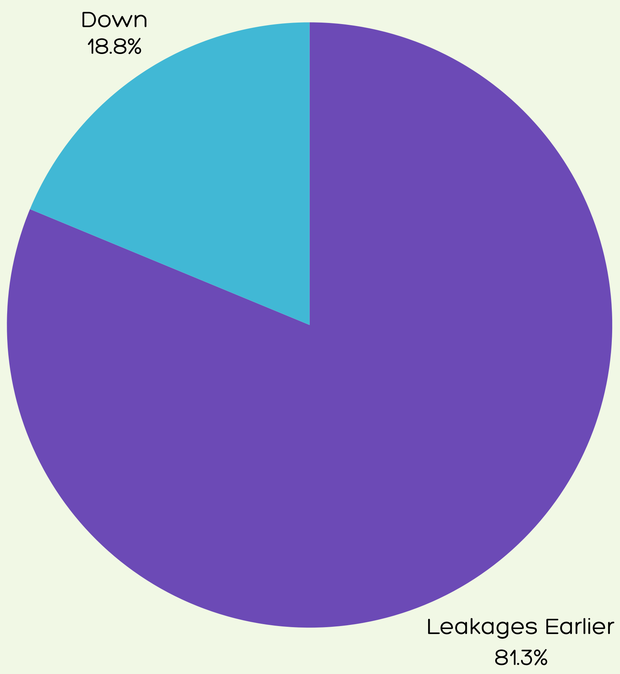
RESULTS

Apollo Lakshya is a platform through which we want to showcase that providing exceptional customer service is the future of healthcare sector and the digital transformation is the way to reach there. In this pursuit, we surpassed our own expectations on multiple fronts



100% Bedside admissions





OPD leakages down from 65% to 15%

Conclusion

Apollo Lakshya, that started as a pilot project in Apollo Hyderguda, a 250 bedded hospital, has been a humongous success, which can be evidenced through the hospital's Google rating which increased from 3.4 in June 2024 to 4.7 currently. With this success, the project is now being taken up in 6 more hospitals, with multiple other hospitals under discussion for implementation as well. We aspire to implement this project on all our units with 100 beds or more in upcoming 5 years, and ultimately, to all our units.

