Reducing Incidents of Complaints from Customers in the Gastrointestinal Hepatobiliary Wards

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P067

INTRODUCTION

Improving service processes and quality and establishing a good doctor- patient relationship are the keys to medical services. Analysis: From November 2020 to December 2021 , a certain ward of the Gastroenterology, Hepatobiliary and Biliary Department received a total of 7 complaint cases in the director's mailbox, The content is shown in Table 1, which is higher than 3 cases per ward in the same gastrointestinal, hepatobiliary and biliary ward in the hospital, and higher than the medical records in the past years. Among the complaint cases, there were as many as 5 customer complaint letters complaining about the attitude and poor communication tone of medical staff, indicating that communication between nurses and patients needs to be strengthened.

Serial number	event time	Description of parties	Classification
1	November 5, 2020	The outpatient clinic informed the patient that he had been hospitalized for too long and was not assigned to a health insurance ward according to his needs.	policy
2	December 24, 2020	Patients need to fast for 24 hours after treatment, but the nurse did not clearly inform the patient.	nurse
3	January 2, 2021	The cleaning staff did not perform their duties well, and the nurse did not confirm the understanding of the family members after instructing them on wound care .	Cleaning staff, nurses
4	June 19, 2021	The nurse does not want to interrupt her work and has inappropriate attitude and etiquette.	nurse
5	November 10, 2021	The nurse has an impatient attitude, cold tone, and inappropriate behavior.	nurse
6	November 23, 2021	Resident doctors are unwilling to explain the condition, lack communication skills, and nurses have poor attitudes.	physician nurse
7	December 21, 2021	The information on the ward bulletin board was not corrected immediately and was unclearly labeled.	environment

Table 1 Analysis *of customer complaint letters from November 2020 to December 2021* (n=7).

AIM

In order to reduce complaints from patients and their families in the gastrointestinal hepatobiliary wards against nurses, this project aims to pursue excellent medical service quality, so the goal is to set zero customer complaints.

METHOD

Problems found through questionnaires and on-site inspections include: nurses' lack of empathy and communication skills, failure to establish good relationships with family members, frivolous attitudes, and work interruptions without prioritization are important causes. During the project period from April 1, 2022 to August 31, 2023, Implementation strategy:

- Organize education courses and workshops to improve communication skills. Through video playback and situational exercises, we will improve the communication quality of nurses, implement the standard process of self-introduction, and judge the urgency of work events.
- Post thank-you cards from patients and their families on the ward bulletin board to give feedback to nurses.
- Discharged patients are asked to vote for the nurse with the most touching service. The nurse with the most votes each month will be the service star of the month, and the recognition will be announced in the ward group.
- Push a thought-provoking and inspiring short article or sentence to the line group every month.

RESULTS

- Main results - 7 complaints were received from the hospital director's mailbox before the improvement, 2 complaint letters were received during the improvement, and 0 complaint letters were received after the improvement.
- Secondary results - inpatient satisfaction is 100%. After promoting the project, a total of 10 letters of thanks from patients or family members were received, with an average of 1 letter per month, an increase of 0.5 letters per month compared with before the project was improved.

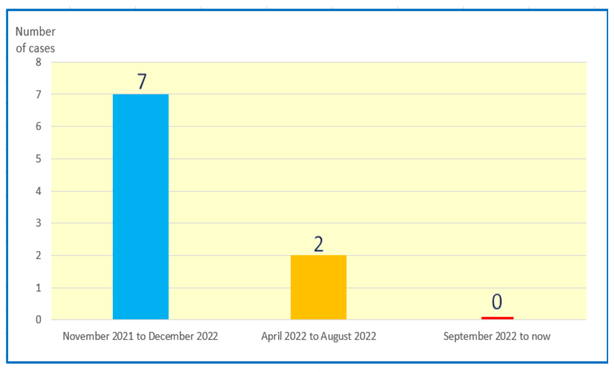

Figure1 Reducing incidents of complaints from customers in the Gastrointestinal Hepatobiliary Wards

Picture1 Organize education courses and workshops to improve communication skills

Picture2 Role Model Empathy Theater

Picture3 Role Playing Interactive Simulation Course

Picture4 A day in the life of a nurse (common multiple scenarios)

Picture5 Letters of thanks from patients and their families are displayed on the bulletin board

Picture6 Implementing the standard process of self-introduction

Nurses' tips for standardizing etiquette:

1. Generous attitude and empathy.
2. Show enthusiasm and mutual agreement.
3. Understand needs and prioritize satisfaction.
4. Fully explain and make arrangements in advance.

Picture7 Nurses' tips for standardizing etiquette

Picture8 Voting monthly for the nurse who patients and their families feel provides the best service

Picture9 Regularly push a short article encouraging service

CONCLUSIONS

After the activity was carried out, the empathy of the ward nurses was aroused and the nursing professional quality was improved, which reduced disputes and improved work morale. For patients, nurses are not only professional, but also have humble and polite professional qualities, which can reduce the anxiety and fear of hospitalization, enhance positive medical experience, and increase hospitalization satisfaction. Therefore, it was promoted in parallel to other wards of the same nature. It is recommended to promote improvement measures and include communication and interaction courses in the training of new and transferred personnel, and encourage nurses to communicate in a friendly manner to improve the quality of medical services..

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