

# FOCUSING on MEASUREABLE IMPROVEMENT in RADIOLOGY on the 'ATTITUDE' DIMENSION of SERVICE EXCELLENCEto IMPROVE PATIENT/CUSTOMER SATISFACTION



آغب اخان يونيور سنى مرايي

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### PURPOSE:

The objective of this quality improvement project was to focus BASELINE ASSESSMENT: on and realize measureable improvement in the 'Attitude' rating from a baseline measurement of 64% to at least 80% within a period of 12 to 16 months by using a systematic approach towards ensuring and improving delightful patient experience.

### RATIONALE:

In a busy multi-modality Radiology department, patient expectations are more than just receiving the right diagnostic and interventional services. These include:

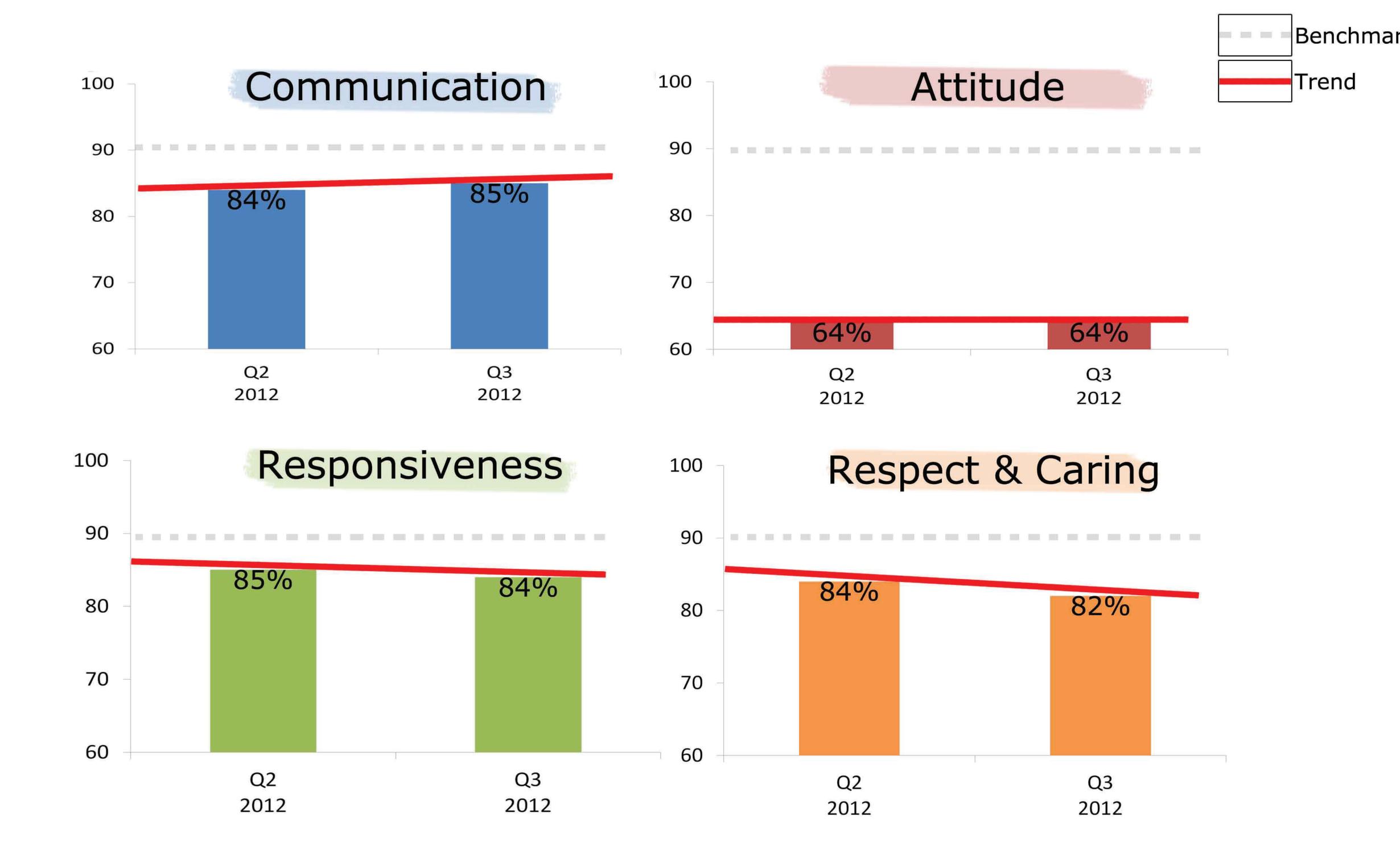
- Timely guidance upon entry
- Complete information with courteous communication
- Quick processing of test formalities
- Positive and welcoming staff, radiographers and radiologists
- An easy-to-approach leadership for addressing their concerns

hospital initiated measuring of Service Excellence performance from 2012 onwards against the following four dimensions:

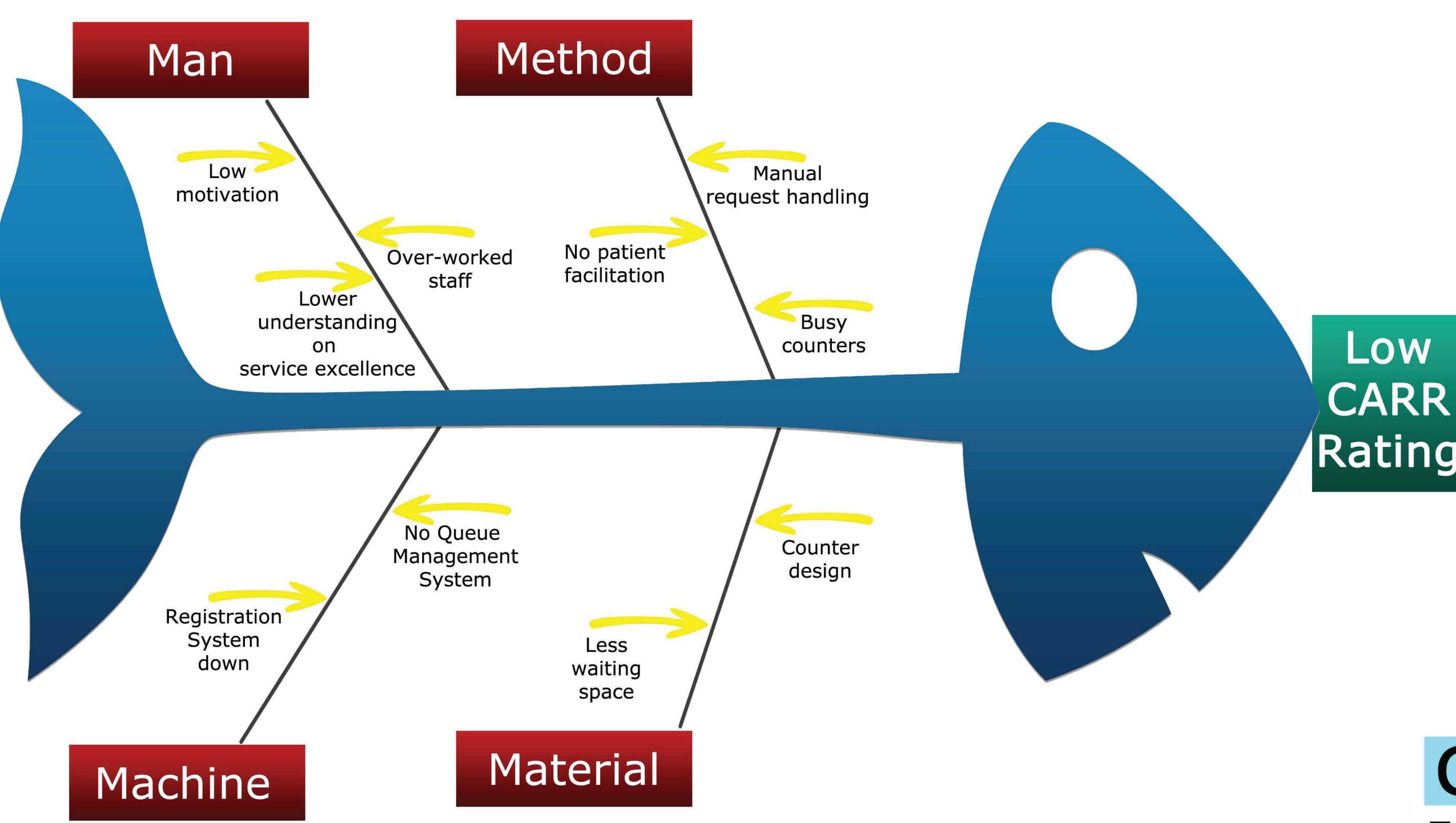


The baseline assessment done in year 2012, identified improvement opportunities in all four dimensions but Attitude rating in Radiology came around 64% indicating a need of focused and sustainable improvement methodology in realizing the desired outcome.

## METHODS:



### CAUSE-AND-EFFECT DIAGRAM:

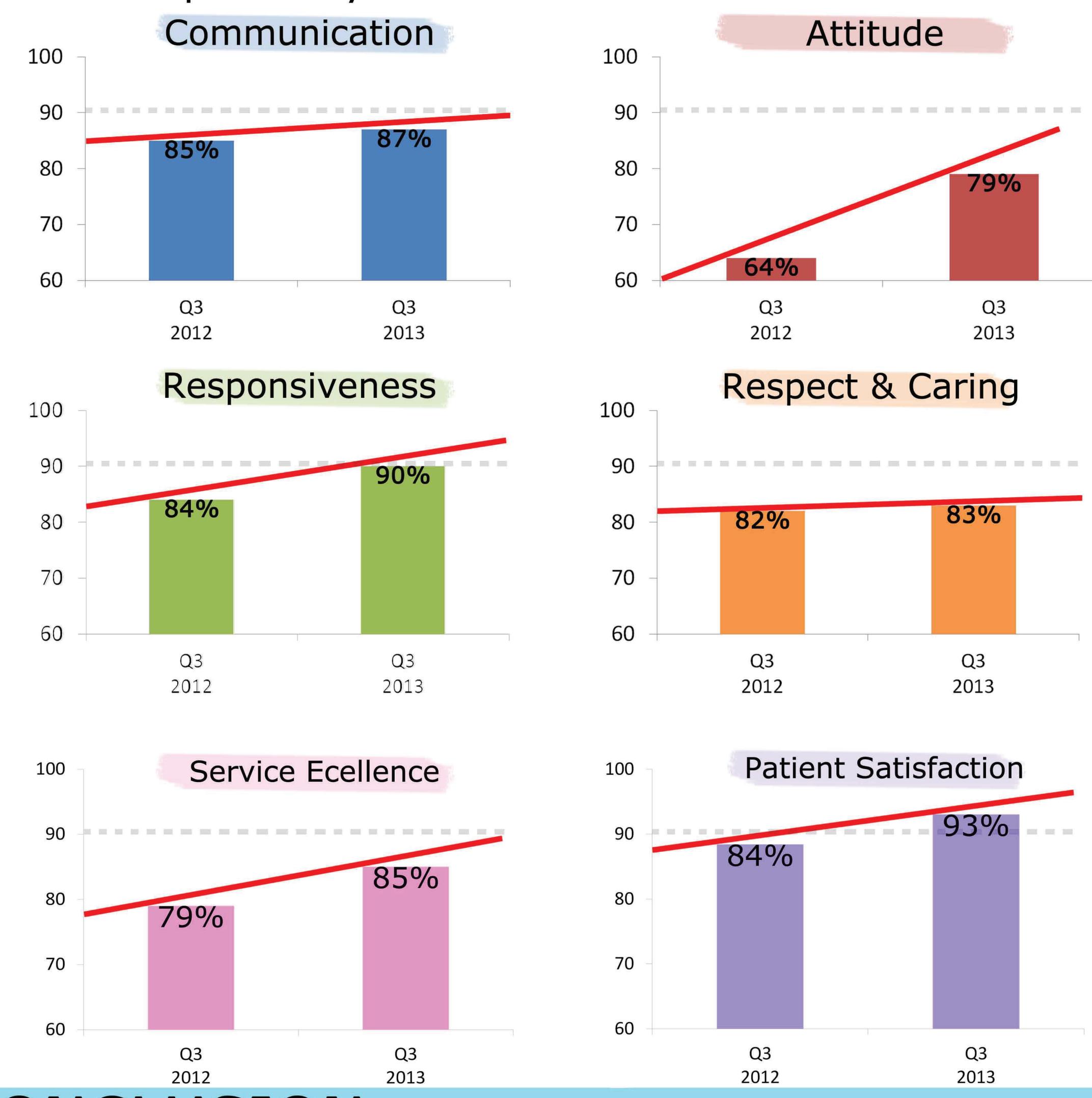


An action plan was developed based on the analysis of patient satisfaction findings and patient complaints. Expected behaviors from faculty and staff, conforming to institutional service excellence themes of Communication, Attitude, Responsiveness, and Respect and Caring, were identified.

### PLAN **CHECK** Supervision of Causal analysis Measure review and improvement Baseline assessment data analysis initiatives Implementation of Improvement Team formation Reinforcement of Development of initiatives CARR behaviors monitoring measures Strategy formulation Sessions on CARR Continuous focus on Data collection Behaviors for team improvement Radiology

### RESULTS:

The systematic approach and initiatives taken resulted in significant improvement in department's rating on attitude dimension of service excellence while other dimensions' areas also registered improvement. This also impacted the overall satisfaction positively.



### CONCLUSION:

Focused and systematic approach towards improving patient experience and satisfaction through instilling service excellence behaviors among staff and facilitating patients throughout their stay resulted in sustained improvements. While changing attitude is a challenging task, small and focused actions with reinforcement help continuous desired bringing improvement.