FOCUSING on MEASURABLE IMPROVEMENT in RADIOLOGY on the ‘ATTITUDE’ DIMENSION of SERVICE EXCELLENCE to IMPROVE PATIENT/CUSTOMER SATISFACTION

Muhammad Akbar Khan; Imran Ahmed; Zafar Sajjad; Rehan Baig
Department of Radiology, The Aga Khan University Hospital Karachi, Pakistan

PURPOSE:
The objective of this quality improvement project was to focus on and realize measurable 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

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

- Communication
- Responsibility
- Respect & Caring
- Attitude

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:

BASELINE ASSESSMENT:

![Graph showing baseline assessment of Communication, Responsibility, Respect & Caring, and Attitude]

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.

CAUSE-AND-EFFECT DIAGRAM:

![Diagram showing cause and effect relationship between Communication, Responsibility, Respect & Caring, and Attitude]

CONCLUSION:
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. 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 continuous reinforcement help bring in the desired improvement.