

# *Transforming Patient Experience: User Focus*



***By***

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# *Introduction*



- *Working with Public & Private Healthcare Value Based Delivery: Redefining Healthcare*
- *Institutionalising User's Involvement in the Quality Management System*
- *Moving towards World's Best Healthcare Delivery Standards in India*

# Topics of Discussion



- **Benchmarking User's Satisfaction as perceived by the Patients and consumers on the various dimensions of QoS**
- **Creating tools and its implementation to ensure services are transparent and accountable to the Users**
- **How to Institutionalise User's Perspective within the Indian Health Care delivery System**
- **Learn How to Incentivise and motivate the key players in the Indian Healthcare delivery system and make it sustainable**

"I'M SORRY. I DID EVERYTHING YOU COULD AFFORD."

# *Healthcare is a Human Right Issue*



***Standards***

***Choice***

***Accessibility***

***Non-discrimination***

***Transparency***

***Accountability***

***Information***

***Quality of service***



# User Satisfaction Survey as perceived by the citizens



*Q1. Quality of object - the technical quality, what patient receives.*

*Q2. Quality of processes - the functional quality, how the health care provider provides the core service.*

*Q3. Quality of infrastructure - the basic resources which are needed to perform the health care services.*

*Q4. Quality of interaction - the quality of information exchange, financial exchange and social exchange.*

*Q5. Quality of atmosphere - the relationship and interaction process between the parties are influenced by the quality of the atmosphere in a specific environment where they cooperate and operate*

# Creating effective tools to ensure services are transparent & accountable to the Users



- **Develop & Finalise a User's Charter through a consultative process**
- **Design an efficient complaint redressal mechanism**
- **Regular exit interviews with the users and using the feedback for innovation & creativity**
- **Making the User Feedback mechanism friendly and easily accessible to all**
- **Communicating tools like posters, audio & video messages for the users on rights and responsibilities**

# ***Institutionalising User Focus in the QMS***



- ***Identify the User Groups and support regular consultations based on economic and education profile and needs***
- ***Document all the inputs while using the tools and share the outcomes with the stakeholders every month***
- ***Make all outcomes public and involve media in a responsible manner***
- ***Reward and recognise the allies and the support groups and individuals involved with the Quality Management system***

# ***Patient's Rights & Responsibilities***

- ***Right to privacy & confidentiality***
- ***Right of respect for the patient's time***
- ***Right to the observance of quality standards***
- ***Right to safety***
- ***Right to avoid unnecessary suffering & pain***
- ***Right to complain***
- ***Right to compensation***

## ***Responsibilities***

- ***Patients should be courteous and transparent***
- ***Never get carried over by emotions and misinformation***
- ***Must share all anxieties with the Doctor to resolve any kind of complaints or sub-standard treatment***
- ***Should never become violent and unlawful at any time***
- ***User Groups should also develop a code for patients and never support any illegal activities***



# Next Steps



- **Agree on the User Satisfaction Design and methodology for Hospitals**
- **Identify the key players within the User Groups to initiate a dialogue between the various stakeholders**
- **Evolve responsibilities on the proposed plan for bringing User Focus within the QMS of the Bangladesh healthcare delivery system**
- **Provide leadership to build awareness on Quality healthcare and its benefits to the poor and voiceless patients**

# *What is the Healthcare bottom line*



- Awareness
  - Willingness to improve
  - Attitude
  - Knowledge
  - Resources
  - Culture
- Thank You**