



Quality service – how does it work in practice?

The experience of the Public Appeals Unit at Barzilai Medical Center

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Leading activities to promote safety and quality service is based on the public's confidence in our commitment to promote quality of care.



The Public Appeals Unit at the Barzilai Medical Center operates as part of quality policy which is conducted in the center for the last two years.



Objectives

- Establish a process of determining the goals and activities of the unit.
- Improve the Public Appeals Unit in the Medical Center.
- Identify departments and areas of improvement as part of quality objectives.
- Monitor quality service measurements and set clear goals to meet them.



What works for one unit might not suit another





1. Mapping the needs of the unit
2. Examining previous practices in order to establish the center's vision regarding quality care treaty.
3. Placing service boxes for requests and suggestions in all units.
4. Opening communication channels.

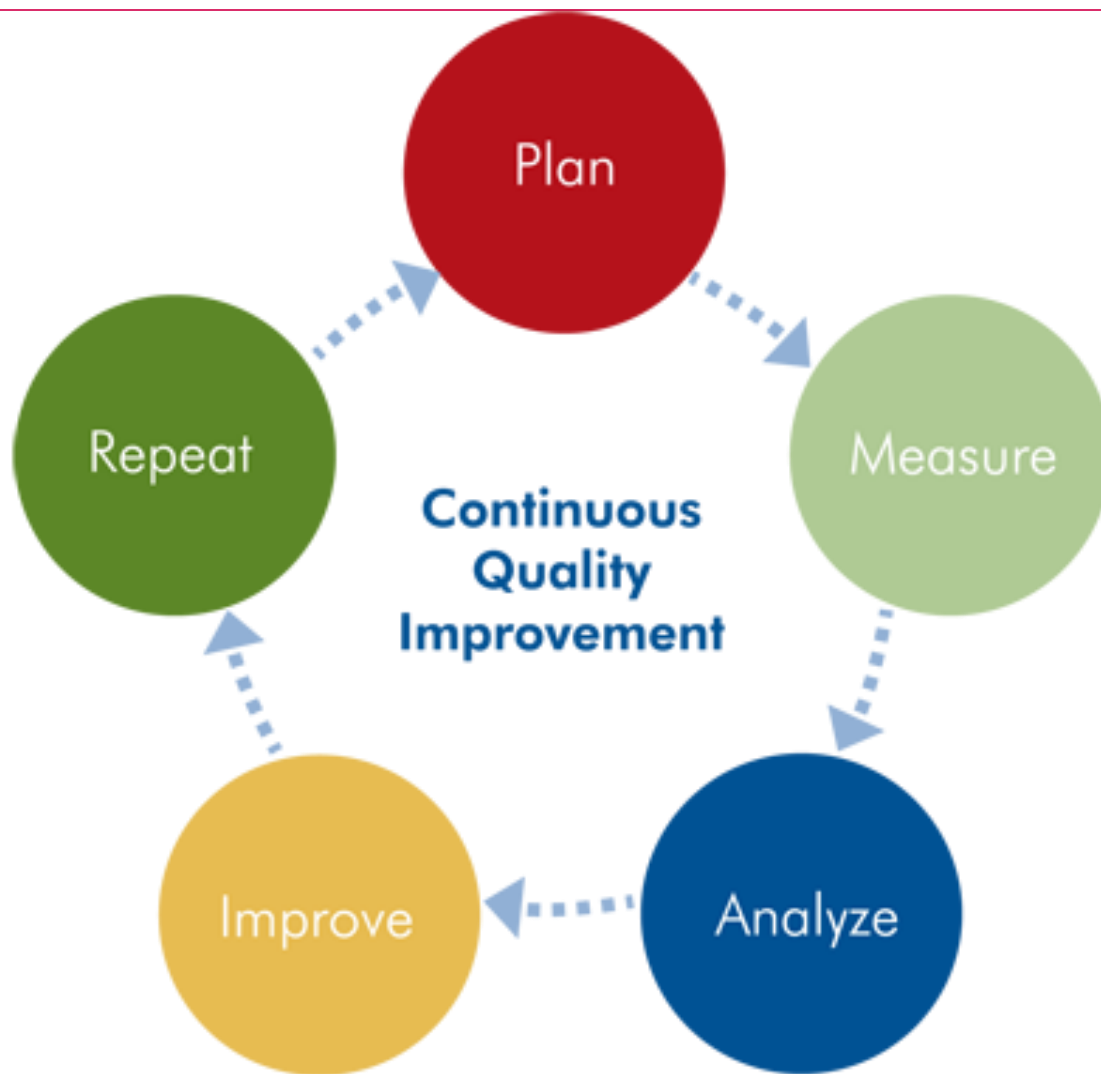


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Methods

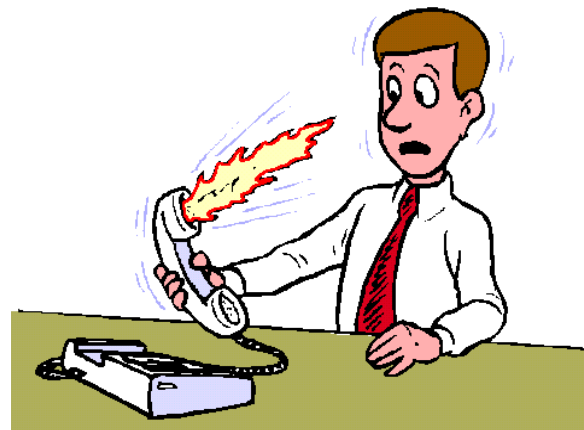


Determine a process of
“dealing with an appeal” :

- Listening
- Encouraging the customer by questions
- Acknowledging the customer that the appeal was accepted and noticed



- Increasing human resource in order to enhance availability of the consumers' service and promote patient services.
- Setting a time frame to answer appeals, within 30 days
- Investigate events that exceed this framework.

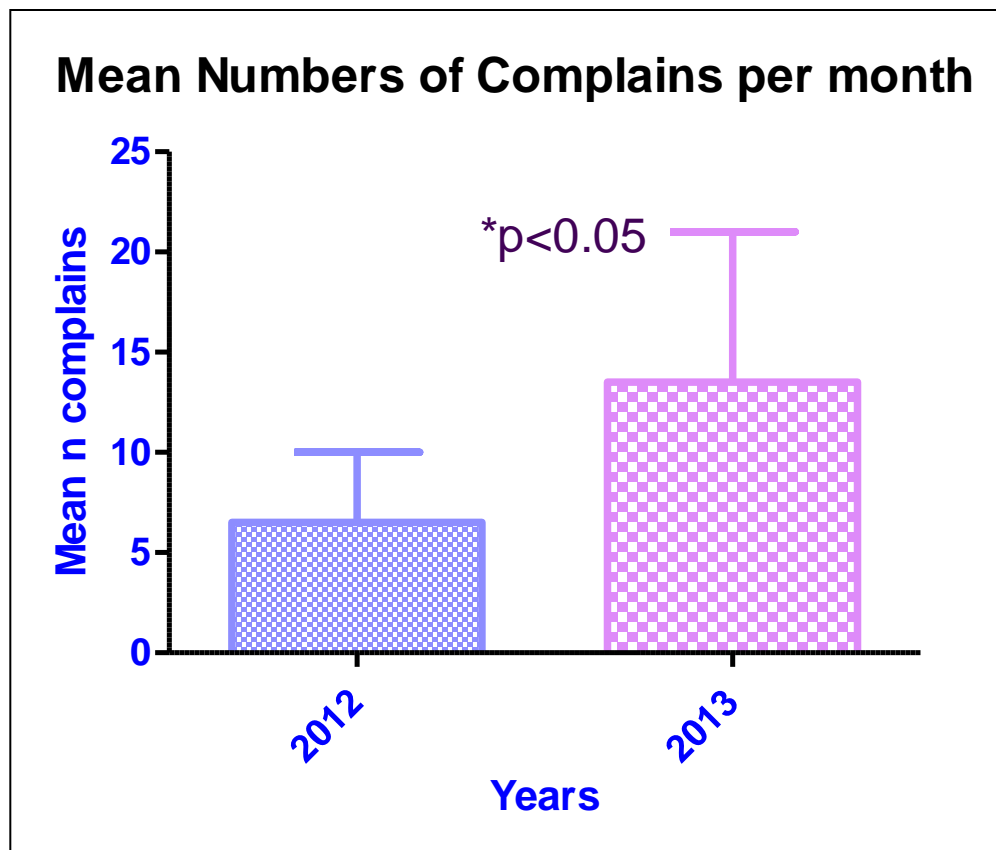


30 days ?

- Improve administrative and working environment in the unit –allocating a designated office, installing a computerized appeal application that monitors the elements of the appeal and the ways it was handled.



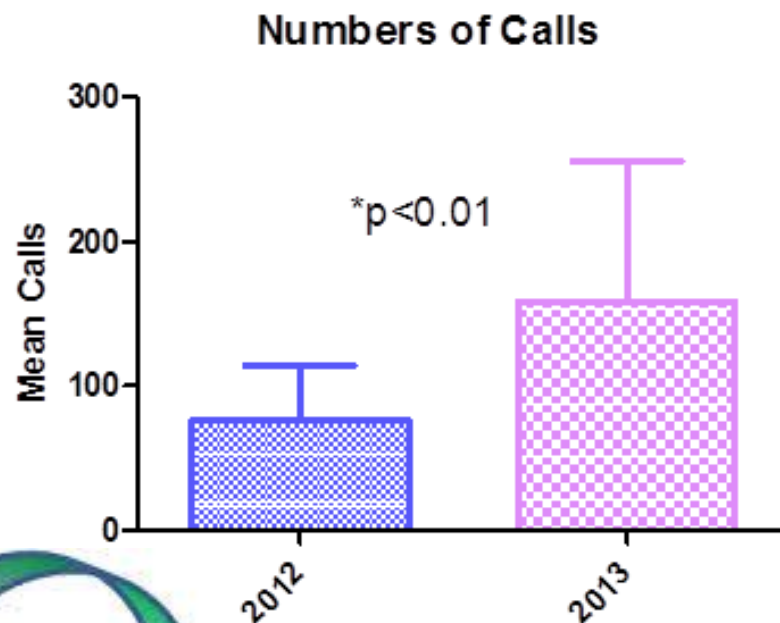
- Between 2012-2013, n=369 appeals, 12 departments.



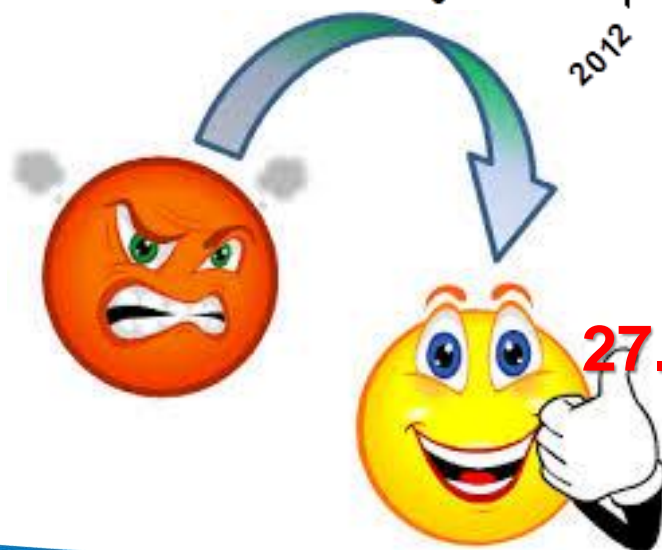
- Significant increase in the average number of inquiries per month, from 10 to 21 requests for applications per month ($p < 0.05$).

Results

- Period: 2012-2013, Pre/Post change implementation, a significant increase in calls was observed.
- Process Time dropped significantly.



32.45 days

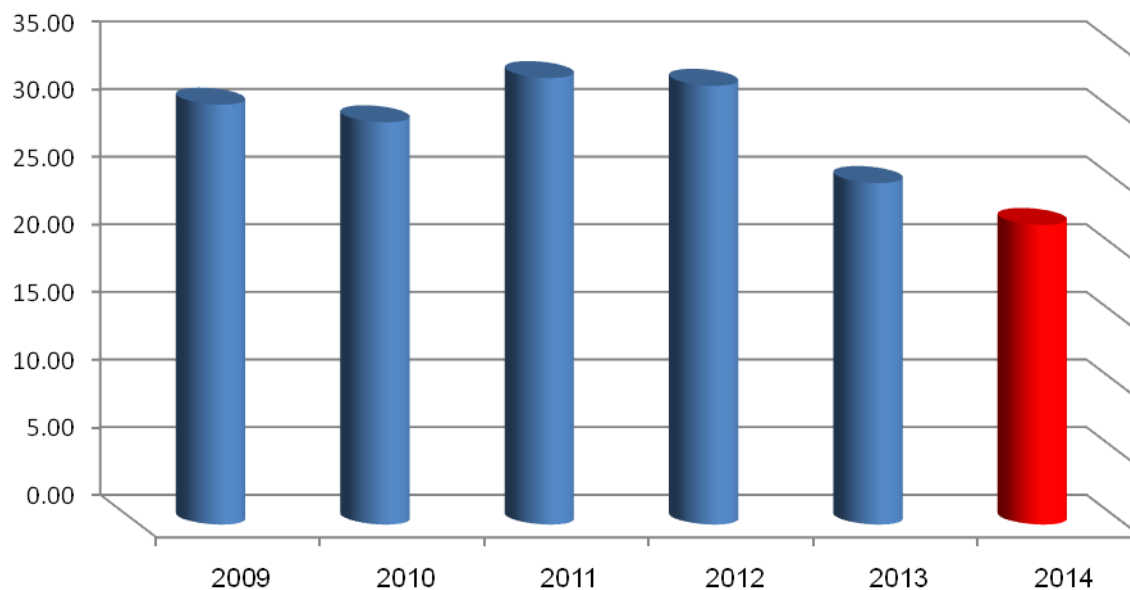


27.16 ± 2.7 days

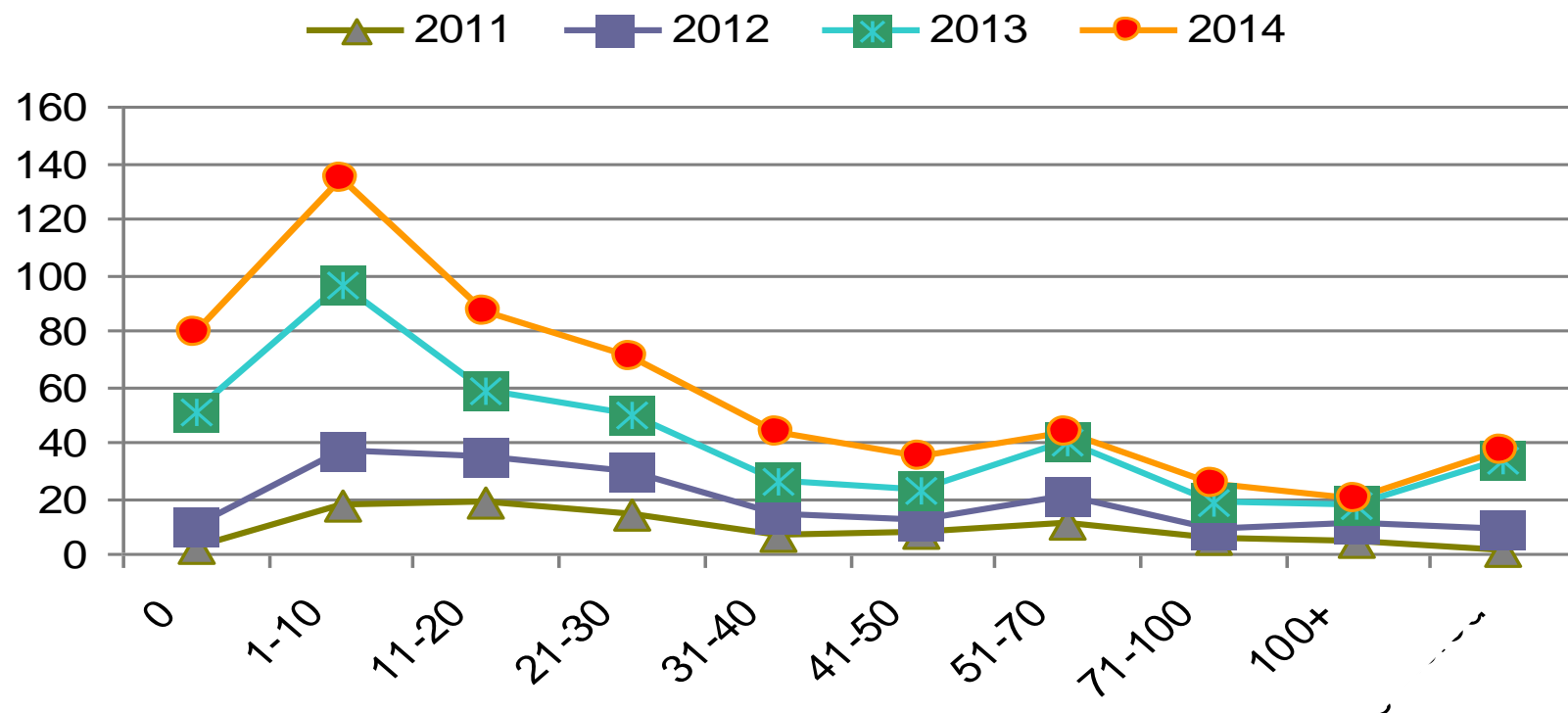
Request response time (in days)

2014	2013	2012	2011	2010	2009
22.16	25.26	32.45	33.02	29.75	31.06

Request response time (in days)



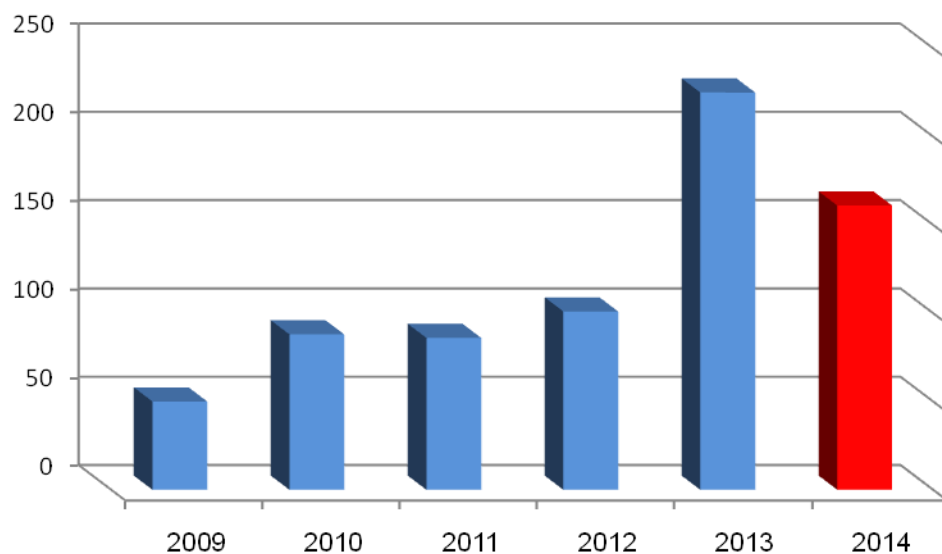
Time to Response



Num. of Applications

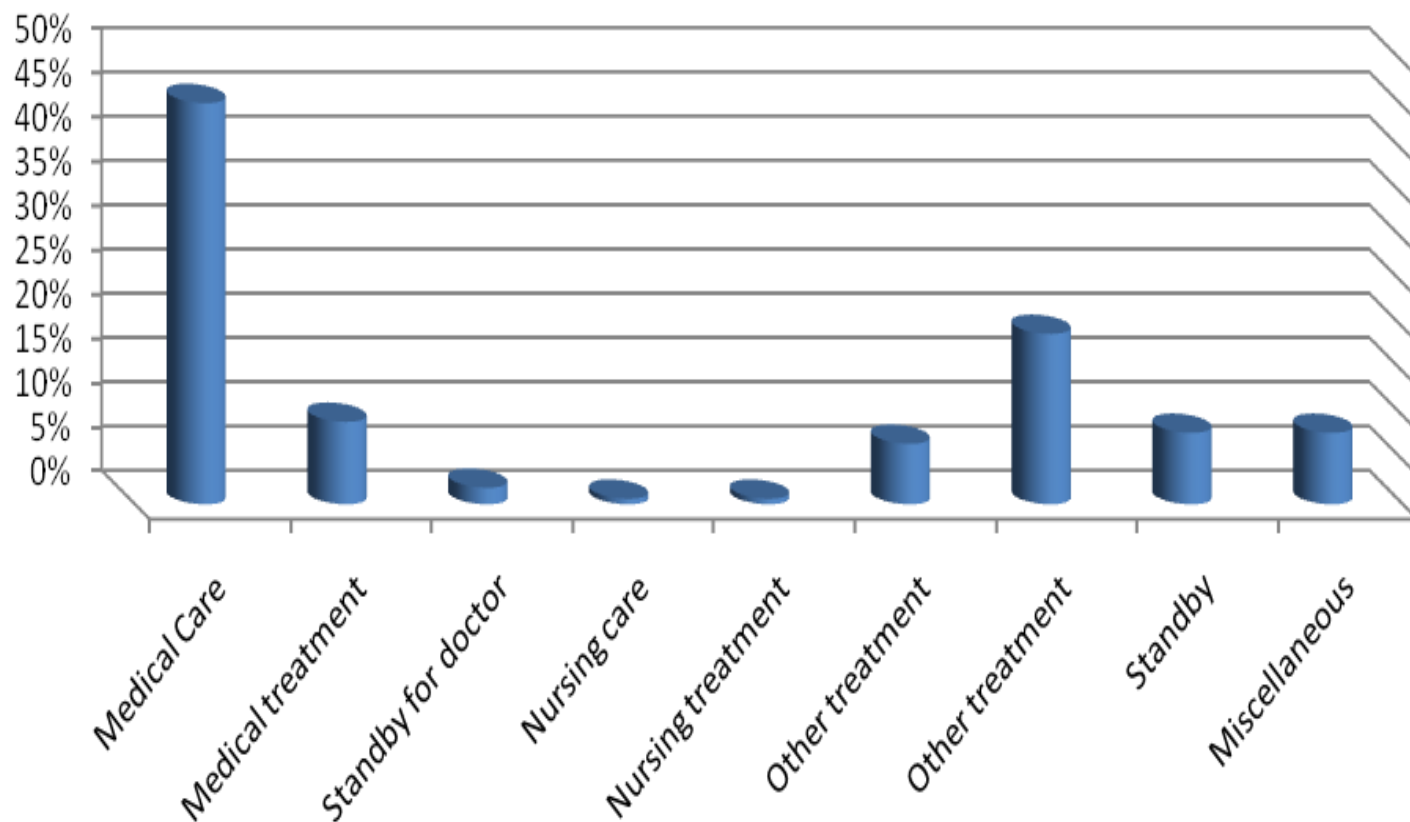
Year	Num. of Applications	Gap
2009	50	
2010	88	76%
2011	86	-2%
2012	101	17%
2013	225	123%
2014	161	-28%

Num. of Applications



Type of appeal

Type of appeal



- The actions we undertook led on one hand to a significant decrease in the response time of the appeal and on the other hand to an increase in public appeals.
- Public Appeals serves as a channel to provide information to the hospital management as well as a lever to improve processes.



- Install a customized software that will target appeals and monitor the way of treatment.
- Repeated issues will be answered faster and more efficiently.
- Help the medical and administrative management to identify problems regarding quality service and referral and the way to treat them.



Thank you for your attention