

OPERATIONAL EFFECTIVENESS FOR HEALTHCARE



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This monthly newsletter is designed specifically to help healthcare executives and business owners raise the bar within their organizations by providing insights on how to improve performance and **maximize operational effectiveness**.

This is the first edition of my newsletter and I welcome your input and feedback on how it can be improved to ensure it provides value to you,

CASE STUDY

Maximizing Effectiveness and the Customer Experience

The Situation

A healthcare service provider wanted to ensure that it was following leading practices in advising its customers (who were hospitals) on purchasing decisions in order to maximize their return on investment.

The Intervention

Through structured workshops, group coaching and the development of standard documentation, we were able to raise the level of competency in the sourcing department and implement a standard set of operating processes across the organization. This allowed employees to focus more of their time on building stronger customer relationships and strengthening their ability to provide value-added expertise.

The Results

Customer satisfaction increased and employees were more empowered to provide ongoing value for customers. My client was able to attract new customers and increased value for money was achieved through improved collaboration with suppliers and encouraging a higher level of competition for many goods and services.

ABOUT ANDREW MILLER

Andrew Miller is a reputed consultant, writer and speaker who has successfully helped world-class organizations dramatically accelerate results and improve the speed, performance and efficiency of their organizations. Some of his healthcare clients include renowned hospitals, shared service organizations, group purchasing organizations, private clinics and government institutions.

As a thought leader in the healthcare industry, Andrew provides tremendous value to his clients by integrating experience from both the private and public sectors to maximize their strategic and operational effectiveness.

CONTINUE THE CONVERSATION



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INSIGHTS

What insights can be drawn from the case study above and how might they be applied?

Have a customer service mindset

This means treating every interaction with a customer or potential customer as part of customer service. Whether a customer is entering your facility for the first time or in for their weekly appointment or trying to gather expert advice, ensure that all of their questions are answered and all of their fears and concerns alleviated.

Provide employees with tools to help them improve performance

Developing standard documentation, toolkits and checklists are easy ways to ensure you are enabling your employees to succeed. These tools also help to ensure consistency in the way that your organization operates and enhances the customer experience.

Add value to the customer relationship

Doing simple things to help improve the customer experience can go a long way. Having friendly staff greet them on the way in, providing updates on the status of their condition, referring them to someone that can help them resolve their issue and educating them on relevant topics will enhance the customer experience tremendously and present your organization as a leader in the health care industry.

VIEWPOINT

Empowered Employees Improve Organizational Effectiveness

When staff and management are engaged, an organization will improve its' effectiveness and performance. As Peter Drucker said "Without effectiveness, there is no performance." When employees are engaged, they feel empowered to do better and you have a collaborative culture, which results in better results. Some telltale signs that your employees feel empowered:

- They smile and interact with patients and each other
- Without being asked, they go the extra mile to ensure that patients are happy and comfortable
- Absenteeism and turnover rates are low, employees come to work on time and sometimes stay after their shift has ended
- They make suggestions or changes to improve processes and operations
- They collaborate and share information freely with each other

If your employees do not exhibit at least some of the behaviours listed above, then you need to make some changes in the ways that you engage your employees. Changing employee behaviour is a difficult undertaking, but will reap ongoing rewards and dramatically increase the effectiveness of your organization.