



## Case Study: Afrox Healthcare

### About the Company

Afrox Healthcare owns and manages acute care and long stay hospitals in South Africa. Its healthcare services business offers world class facilities and expertise. Millions of people entrust themselves to the company's quality care and services.

### Business Objectives

- Enhancement of quality as a focus area
- Elevation of nursing standards
- Provision of world-class patient care
- Quest for the maintenance of world-class quality standards at all its hospital facilities - for the benefit of patients, employees, supporting medical practitioners and funders
- Commitment towards the process of Total Quality Management (TQM)

### CFS Implementation

The Customer Feedback System (CFS) is currently installed in 42 hospitals throughout South Africa, with a total of 452 devices being used. These consist of 70% portable devices and 30% fixed devices. The devices form part of a nursing intervention that is aimed at improving patient care in all areas of the hospitals. The devices are placed in Wards, Specialized Units, Outpatient Units, Theatres and Reception areas. Afrox Healthcare Limited is planning to install the Customer Feedback System in all its hospitals.

### How the customer feedback devices are used in the hospitals:

- In the wards - Patients answer the questions at their bedside, before being discharged
- At reception - Patients answer the questions while the person admitting them is processing their documentation
- In the Specialized Units - Patients or family members answer the questions when prompted by the nursing staff

Each Ward or Unit has a poster that is updated weekly by the Ward/Unit Manager. At the weekly feedback meeting, results are discussed, trends are communicated and staff suggest action plans for improving/maintaining patient satisfaction. As a result, staff are constantly aware of the key issues affecting patient satisfaction and also feel like they are included in the process.



## **Business Benefits Delivered**

The advantages of the CFS were immense and significant benefits were immediately experienced. More than 80% of patients staying in Afrox Healthcare Limited hospitals answer the questions on the feedback devices.

As a result:

- Decision makers are constantly in touch with patient satisfaction level information
- A culture has been created where patient care is “top of mind”
- Patients have an opportunity to express themselves about the nursing care they have received
- Wards/Units can be held accountable for patient satisfaction levels
- Information is available on a daily/weekly/monthly basis
- Staff accept the system because they are involved in the process generating action plans for improving patient care
- Patient satisfaction levels are tracked & compared across units, hospitals & regions within Afrox Healthcare Limited
- By changing the questions, Afrox Healthcare Limited has received feedback from patients on several important issues
- The cost per response is very low, making the system a cost effective means of gathering quantitative data
- Administration costs & time delays that are associated with a manual data gathering process have been eliminated

## **Customer Speak**

*“At last, Afrox Healthcare Limited has found a sustainable system and process for capturing, reporting and taking action to improve Patient Care”*

- Mike Flemming, Managing Director, Afrox Healthcare Limited