



## Case Study: Jaslok Hospital

### About the Company

The Jaslok Hospital and Research Center is one of the oldest tertiary care, multi-specialty trust private hospitals in India. It attracts patients from parts of the country and a significant number of patients from abroad.

### Business Objectives

- Capture and analyze feedback from customers
- Improve patient care
- Create awareness amongst staff at all levels on issues such as patient's perception on services delivered, service delivery requirements, etc.
- Reduce gaps in performance levels
- Identify & prioritize areas of improvements (both- long term & short term)
- Better staff attitude
- Integrate the processes of different departments
- Align staff Key Performance Indicators with business objective

### CFS Implementation

The Customer Feedback System has been installed at 5 departments in the hospital:

1. Admissions
2. OPD
3. Health Check-Up
4. Billing
5. Wards

These locations were selected as hospital staff has direct interaction with patients and/or their relatives. The CFS system generates a daily report, which is consolidated and submitted to the hospital management along with Nihilent's analysis & comments. A weekly and monthly analysis is also done.

A weekly staff feedback session is held to provide a platform for sharing and discussing the analysis of the report with the relevant staff and their suggestions/ideas for improvements are taken. As a result, staff is constantly involved and aware of the key issues affecting patient satisfaction.



### **Business Benefits Delivered**

- Patients have the opportunity to express themselves about the nursing care they have received
- Decision makers at the hospital have access to information on patient satisfaction levels
- Root cause analysis is done which is tracked back to the process & people related issues
- Management is able to make informed decisions based on feedback received
- A new culture of “Patient Care - Top of Mind” is being created
- Wards/Units are held accountable for patient satisfaction levels
- Information is available on a daily/ weekly /monthly basis which is interpreted and worked upon as per the thresholds set
- Patient satisfaction levels are tracked & compared across units, within the hospital
- Quality standards have been re-defined and best practices identified
- Role-Goal alignment is achieved
- Processes are in place for improvising performance & service quality
- Large amount of feedback is available at low cost per response, making the system a cost effective means of gathering quantitative data
- Administration costs & time delays that are associated with manual data gathering processes have been eliminated

### **Customer Speak**

*“Collecting and analyzing feedback forms, before CFS was installed, was time consuming and tedious. Nihilent has enabled the hospital to continuously monitor customer feedback and to take customer satisfaction and care to a new level.”*

- Col Bhim S Khemani, Executive Director, Jaslok Hospital