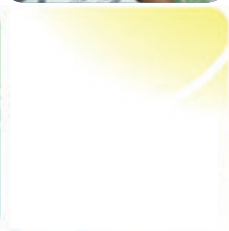
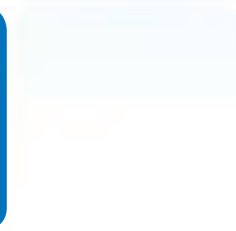
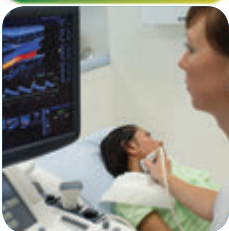
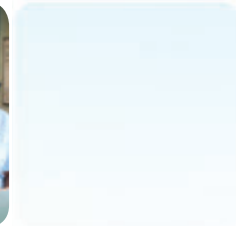


# EXCELLENCE IN ACTION

Together, delivering excellence in healthcare



“ THE TEAM AND STAFF WERE BRILLIANT!  
VERY FRIENDLY AND MADE ME FEEL VERY  
AT EASE ”



## *Dear Colleague,*

At InHealth, quality is and should be, at the heart of everything we do. Every one of our patients, colleagues or customers should be guaranteed to be treated with respect and dignity by caring and passionate staff. This guide is meant for everyone, whether you work on a mobile unit, in a static imaging department, in a clinic or at our Head Office. This guide is to show you what we expect of you, how to deliver excellent care and services and how the Directors and Senior Managers of InHealth will support you in making this possible.

We will also be giving you some ideas on how to improve quality even further in 2011. The goal of InHealth is to deliver even higher standards of clinical excellence and together we can work as a team to reach this goal. Please read this guide to find out more about how to deliver a really excellent service to everyone.

*Best wishes*

**Dr Sarah Wilson**

Medical Director



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## Why is excellence important?

- Because as professionals we are committed to providing the very best care we can
- Because our colleagues rely on us to help them to do their job well
- Because when a customer or patient has a good experience they may tell around 3 people, but if it ends up being a disappointing experience, they will tell the story of their poor experience to as many as 10 people
- Therefore if we provide excellent services, our patients or customers will be delighted every time we do anything for them

Remember that the keys to successful customer care are:



“A ‘THUMBS-UP’  
FOR EXCELLENT  
STAFF-  
EXCELLENT!”





“ YOU ALREADY  
FULFILLED MY  
EXPECTATIONS.  
NOT ONLY  
THE STAFF,  
BUT OVERALL,  
EVERYTHING WAS  
AS I WOULD SEE IN  
A MODERN  
HOSPITAL ”

### *What do patients want?*

- A comfortable, safe and clean environment
- Care delivered in a calm and reassuring way
- Clear information to enable them to make informed choices
- Staff who are confident, in control and communicate with patients as equals
- To be treated with honesty, respect and dignity

### *What do your colleagues want?*

- Someone they can trust and rely on
- Someone who is a good team player
- Someone who is always looking for ways to improve
- Someone who is well informed and efficient
- Someone who can help them solve problems
- Someone who is responsive

### *What do our customers want?*

- A trusted partner
- Courtesy and reliability
- To rely on us to provide excellence
- Ideas and innovation

### *How can you achieve this?*

In order to make every patient remember their care from InHealth as exceptionally good...

*“treat every patient as if they were a beloved member of your family”*

In order to make every one of your colleagues and customers consider you as professional, courteous and reliable...

*“treat every colleague and customer as you would wish to be treated yourself”*



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## Working with your colleagues at InHealth

For those of us who provide a service to colleagues in other areas of the business, the way you handle requests from colleagues will ultimately have an impact – good or bad - on how we deliver our clinical services.

A key success factor in dealing with internal customers is communication. We should strive to communicate with our colleagues to the same standard as when dealing with external customers or patients.

The importance of internal customers should never be underestimated. Without serving our internal customers well, we will never be able to delight our external customers.

### We expect you to

- Come to work on time
- Be polite
- Answer phone calls quickly
- Get back to each other promptly with replies to queries
- Provide clear guidelines of what is expected of each other and ask if you are unsure
- Define roles and responsibilities carefully
- Not send an email when a phone call or conversation would be better
- Be professional at all times
- Go the 'extra mile' and exceed internal customer expectations
- Hold customer focus 'round tables' to discuss each others needs
- Say THANK YOU!

*“ I FEEL THE STAFF TREATED ME AS AN INDIVIDUAL AND LISTENED TO ME ”*



## Care for patients

*At every step of the patient pathway can you improve what we currently provide?*

### Booking the appointment

- Smile as you introduce yourself by name and title
- Use clear and simple language and be considerate of any constraints the patient may have about availability
- Allow them to ask questions and check their understanding
- Follow up on any commitments made e.g. post out paperwork
- Supply the phone number in case they need to call
- Advise them of the next step in the process
- Thank them at the end of the call

### Pre appointment information

- Make obvious the need to arrive prior to the allotted time
- Be clear about the appointment date, time and duration
- Explain the physical location of the unit/mobile, not just directions to the postal address
- Explain preparation requirements and explain why this is so e.g. food/drink, warm clothing
- Check that any letters we send are clear and well written
- Give clear advice about what facilities are available e.g. if there is drinking water, space for waiting relatives, childcare restrictions
- Check if there are any special requirements e.g. interpreter, same sex clinician

- Describe the procedure/what will happen on arrival
- Advise on how long the results will take
- Explain the next step in the process

### Arriving and waiting for their test, procedure or consultation

- Smile and introduce yourself by name and title
- Introduce other colleagues
- Provide the name of the clinician performing the procedure
- Advise on waiting times/delays
- Point out the toilets
- Check the waiting area is clean and tidy
- Point out magazines and water fountain
- Advise on what will happen next



## Together, delivering excellence in healthcare

### Before the procedure, test or consultation

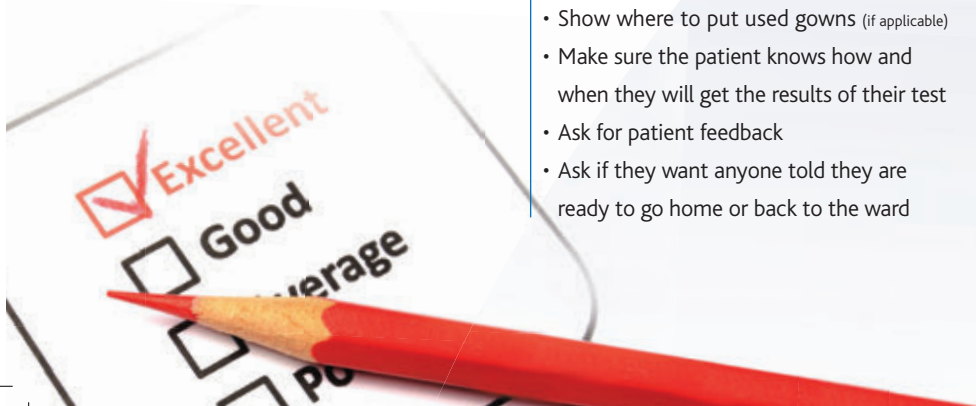
- Check understanding of patient information leaflet
- Explain the procedure and check the patients' understanding
- Guide the patient through the patient safety questionnaire
- Gain consent and advise the patient on confidentiality
- Use clear and simple language
- Let the patient know what will happen during the test and follow through on advice given

### Having the procedure, test or consultation

- Help patient onto the table and check that the patient is comfortable
- Once the procedure is underway check again that the patient is okay
- Follow through on advice given to the patient before the test
- Ensure the patient's dignity is respected

### After the test

- Help the patient off the examination table and guide to changing cubicle
- Show where to put used gowns (if applicable)
- Make sure the patient knows how and when they will get the results of their test
- Ask for patient feedback
- Ask if they want anyone told they are ready to go home or back to the ward



*“ I MUST SAY THAT I WAS TREATED LIKE ROYALTY. THE WHOLE EXPERIENCE OF MY VISIT WAS OUTSTANDING ”*



“ STAFF WERE  
EXTREMELY  
HELPFUL AND  
WENT OUT OF  
THEIR WAY TO  
ACCOMMODATE  
PATIENT’S NEEDS ”

#### Asking for patient feedback about their experience

- Ask the patient how the procedure went from their perspective
- Ask if there is anything we could improve
- Ask patient to complete the questionnaire and post in box or send back in post – explain benefits of feedback and how important it is for improving the service

#### Improving what we do based on patient feedback reports

Look at the patient’s comments to see what actions can be implemented to improve the service

*“Staff could be more friendly, a smile and hello/ good afternoon would have been nice”*

*“The room I got undressed in and waited in was cold”*

*“Although the service was excellent I felt it was a little rushed”*

## How can we deliver an excellent service?

**By** reading the information in this booklet

**By** committing to providing quality service. Everyone in the company needs to be devoted to creating a positive experience for patients and colleagues and always try to go above and beyond expectations. Always look for ways to improve quality.

**By** knowing your subject. Use your experience and knowledge to win trust and confidence. Gain knowledge of the company’s policies and procedures. Try to anticipate the types of questions that patients and colleagues will ask. Show yourself to be competent and able to do your job.

**By** knowing your patients. Try to learn all you can about your patient in order to put them at ease and better meet their needs. Talk to patients about their experiences (both general and health wise), and listen to their responses. Be courteous and efficient.





## Together, delivering excellence in healthcare

**By** treating everyone with courtesy and respect. Everything you do should leave a positive impression on your colleagues or patient. Use phrases like “Sorry to keep you waiting,” “You’re welcome,” and “Is there anything else I can help you with” - to demonstrate your dedication to courtesy.

**By** always following through on what you promise - Only make promises that you are confident that you can keep.

**By** every unit, clinic or department choosing one quality initiative to implement in 2011. A selection of these are in the Quality Toolkit and will be available to managers in the summer. You need to agree how you will measure improvement in your service and when you expect the improvement to be completed. If you do not care for patients directly you are just as important, as the staff in the units depend on you – there are several tools in the Quality Toolkit you can use.



*“ IN PARTICULAR  
THE RECEPTIONIST  
WAS EXTREMELY  
PROFESSIONAL  
AND CARING ”*



“ I WAS NERVOUS WHEN I ARRIVED BUT THE STAFF MADE ME FEEL AT EASE. ALL WENT REALLY WELL ”



*If we always provide an excellent service we will:*

**Contribute to improving the health and well-being of the population –**

our patients will benefit from first class and immediate diagnosis and treatment.

**Improve patient satisfaction –**

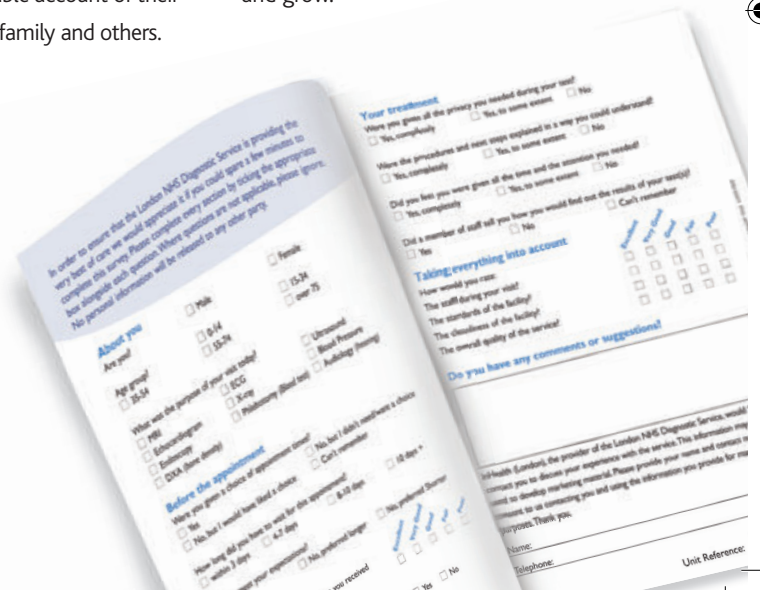
our patients will feel that we care about them, that they are more than just a number and will give a favourable account of their experience to friends/family and others.

**Increase staff confidence and personal satisfaction from a job well done –**

and have a happier working environment.

**Improve our good reputation with referrers, clinicians and commissioners –**

being considered a trusted partner will help the company secure future business and grow.





Together, delivering excellence in healthcare

Meet all the regulation and registration standards – we will easily meet the requirements of external regulators and therefore reassure patients about our standards.

Attract new staff to the company by – promoting a positive image through professional networks, public meetings, conferences and publications.





### *Contact Details*

InHealth  
Beechwood Hall  
High Wycombe  
Buckinghamshire  
HP11 1JL

**T:** 01494 560000

**F:** 01494 560056

**E:** [info@inhealthgroup.com](mailto:info@inhealthgroup.com)

**W:** [www.inhealthgroup.com](http://www.inhealthgroup.com)

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