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**HR + Tasmanian GP &
Allied Health Receptionist Conference**

Influencing the Patient's cycle of service

Saturday 15 June 2024

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Learning objectives



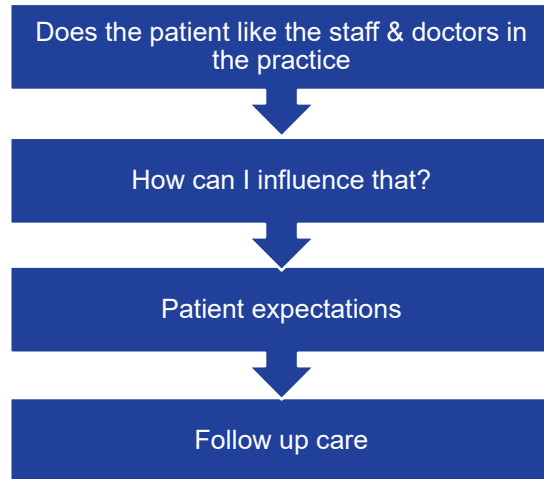
Identify how the role at the front desk or as a practice manager influences the patient experience

Identify how the staff can influence positive rapport and improve patient outcomes

Describe layers of contributory factors when something goes wrong

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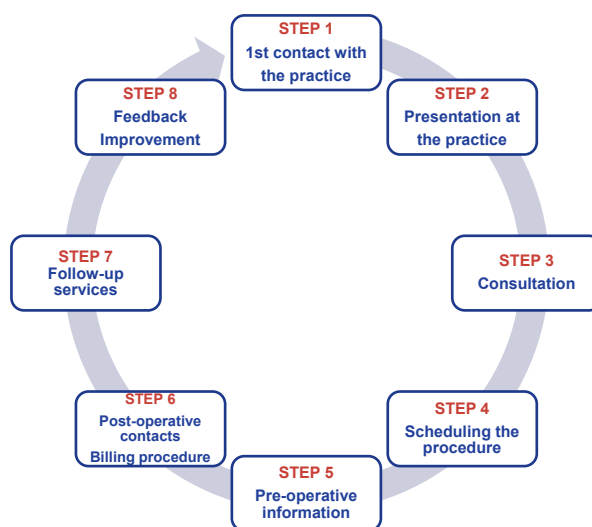
Determining factors



3Cs- Choices Chances Changes

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Application of Cycle of Service



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Application of Cycle of Service



Step 1: First contact

Website

- Up to date and complies with Ahpra Advertising Guidelines
- Information to manage patient expectations

Phone

- Friendly and welcoming
- Messages on hold

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Application of Cycle of Service



Step 2: Presentation at the practice

- Acknowledge the patient in a friendly way – Director of 1st impressions
- Scheduling appointment – provide information – signage - parking
- Difficult communication with patients is identified and managed
- Advise if doctor is running late

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Application of Cycle of Service



Step 3: Consultation

- Presentation of the consulting room is clean and professional; privacy screens
- Equipment or resources are present
- Interruptions are minimised
- Difficult communication with patients is identified and managed
- Protocol for coordinating care of patients within a multi-disciplinary team
- Bad news is delivered to patients with care & sensitivity

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Application of Cycle of Service



Step 4: Scheduling of procedure

- Sensitivity is required post consultation
- Privacy and Informed financial consent

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Application of Cycle of Service



Step 5: Pre-operative information

- Pre-operative written handouts
- Post-op written instructions
- Post-op review appointment booked at time of booking the procedure

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Application of Cycle of Service



Step 6: Post-operative contacts and billing

- Sensitivity re: payment of the bill

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Application of Cycle of Service



Step 7: Follow up services

- Protocol on what and when information can be disclosed over the telephone
- Telephone calls recorded in book/carbonised pad/electronically
- Protocol to ensure phone calls are returned
- Nurse contact with the patient

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Application of Cycle of Service

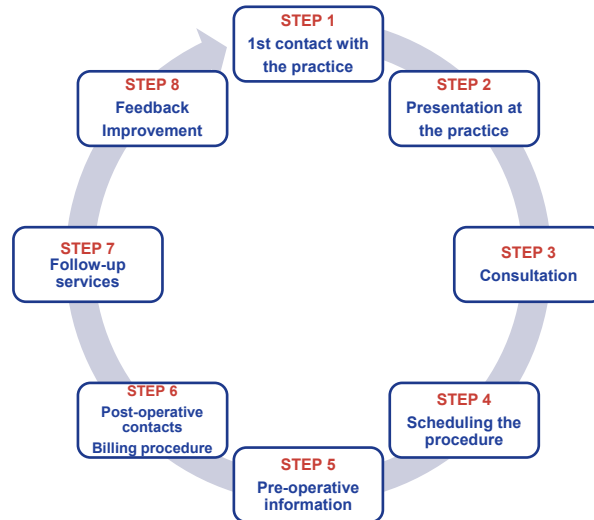


Step 8: Feedback and improvement

- Be open to feedback/complaints
- Put patient feedback at the heart of your care delivery
- Keep patients informed of the process/outcomes

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Application of Cycle of Service



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Patient reasonable expectations



Key elements



Attended to in a reasonable amount of time

Listened to

Respected (and not judged)

Treated like an individual

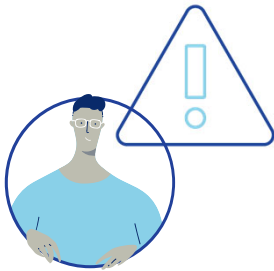
You will do your best to help them

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Patient reasonable expectations



Swiss Cheese Model



No information provided to pt pre appointment

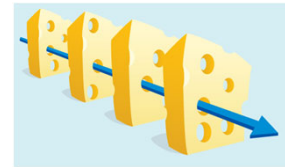
Kept waiting before seeing doctor

Pt ignored when came into the waiting room

The doctor was not engaging and she perceived did not listen to her

When in consultation equipment not available

Waited 10 mins to pay an excessive fee for the privilege of a bad experience



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Summary

You are an important influencer of the patients experience in the practice

Your service delivery can contribute to a complaint or litigation if not done well

Be aware of your role in the cycle of service delivered to patients



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Remember: You are the Director of 1st Impressions

Factsheets

<https://avant.org.au/resources/managing-difficult-interactions-with-patients>

<https://avant.org.au/resources/5-ways-to-improve-how-you-manage-difficult-patient-situations>

<https://avant.org.au/resources/claims-and-complaints-insights-practices>

<https://avant.org.au/resources/responding-to-a-direct-patient-complaint>



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Important notices

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