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1. Customer Service  
in Healthcare IT

Customer Service in Healthcare IT

Unit 1 Session 1

2. Unit 1: Learning Objectives

Unit 1: Learning Objectives

Today we will describe the definitions of customer service, we will identify who customers are in relation to healthcare, we will discuss different approaches to customer service in healthcare IT and address EMR implementation customer success factors.

3. What is Customer Service?

What is customer service?  
There are many definitions for what customer service is. One that has stood for many years is to do for others as you would like someone to do for you

We all have different aspects of what we deem to be adequate for superlative customer service. Therefore, accounting for this in the definition yields doing what your customers want instead of doing what you think your customers want. This is an important distinction.

4. Customer Service

Customer service

Research indicates that the top reasons for customer dissatisfaction focus specifically on employees who do not listen to what the customer is saying, employees who ignore customers entirely, employees who do not follow up or follow through with customer’s requests, and those that are not knowledgeable about the products or services they support.

5. Elements of Customer Satisfaction

Elements of customer satisfaction include a perfect product, engaged delivery, timeliness, and an effective problem resolution process.

Perfect product. customers do not want to receive a product with defects that causes them problems, time, or additional money to fix.

Engaged delivery. When providing a service, you need friendly, caring, and knowledgeable individuals that other people feel comfortable with.

timeliness. Customers expect to receive their perfect product or service by a caring person in a timely manner. A product or service that is not received in a timely manner is often considered a defective one.

effective problem resolution process. If something goes wrong, a customer expects to have it fixed in an reasonable amount of time, with little to no hassle. If you do these elements, you can expect a loyal customer.

6. Who are Healthcare IT Customers?

Who are Healthcare IT Customers?

In healthcare, customers are hospitals, physician clinics, physicians, nurses, the staff at healthcare facilities, patients, and many others.

One of a hospital’s role is to provide a setting for doctors to treat their patients.

A physicians primary role in healthcare is to provide treatment to those with injuries and/or illnesses.

Clinical and non-clinical staff at healthcare facilities often play a support role to physicians in taking care of patients.

Finally patients are what most people think of as the customer in healthcare. After all they are the ones receiving the car

7. Is Healthcare Information Technology (HIT) Unique?

Is Healthcare Information Technology (HIT) Unique

In short, yes!

Similar to the maintenance and housekeeping function in large facilities Healthcare IT professionals interact with almost every department

As opposed to housekeeping, the stakes of IT system failures can be catastrophic.

You could say a good day is when systems are up and performing as planne

8. A Service Culture

Service culture

For the most part healthcare IT professionals provide a service. There is an overarching service mission and support for a given set of systems and applications that are purchased and ready for implementation, integrated, or maintained. Healthcare IT professionals can be customers themselves of vendors who supply products and services associated with the systems installed.

From the perspective of internal customers of healthcare IT, healthcare IT output can be considered a blending of tangible and service components. These are just two ways to categorize output.

For example, the dreaded statement that the system is down can conjure up hardware and software failures. One can physically touch the hardware but the same cannot be said for the softwar

9. The Challenge

The Challenge

With so many customers how can we measure the service of health IT professionals?

Is there an element of similarity with other functions within a large health organization or in a small provider group?

What is it that our customers do wan

10. Repercussions of Poor Customer Service

Repercussions of Poor Customer Service

A repercussions of poor customer service can be a loss of profit, market share, and many other context oriented measures. If you satisfy a customer from the beginning, you save time and money, versus trying to alter the discontented customer’s attitude.

Studies have identified the result of poor service

For example, a dissatisfied customer will tell 9-15 people about it.  And approximately 13% of dissatisfied customers will tell more than 20 people about their problem. When one considers the reach of social networking sites such as Facebook and others the negative potential can escalate exponentiall

11. What do Customers Want?

What do customers want ?

It depends on the customer

Physicians

Nurses

Administration

Staff

Patients

It also depends on the organization and the stage of healthcare information technology ado

12. What do Customers Want?

What do customers want?

Physicians

Physicians can be your greatest ally or a detractor to the successful implementation of many products or services.

One of the most important components associated with physician satisfaction is clinical autonomy. Clinical autonomy refers to the course of treatment, tests ordered, and medications all based on the physician’s own way of treating patients.

Depending on the systems being implemented clinical autonomy can be eroded with IT systems suggesting different ways to do things.

Recently an appropriate physician strategy has been to have physician representation in a leadership position in the healthcare IT department.

This position is referred to as a chief medical information officer and is a fairly new positi

13. What do Customers Want?

What do customers want?

Nursing and administration

Similar to physicians, nurses are very focused on the clinical needs of the patients. There have been a number of robust nursing documentation systems to assist in the digitization of nursing information.

From an administration perspective information systems need to provide for clinical information ,financial information and administrative information . Blending these sources of information yields executive information systems which can perform strategic analysis and provide for true costs and quality outcomes of operations

14. What do Customers Want?

What do Customers Want?

From a staff perspective needs relate to systems that support their work processes. There may be best-of-breed, best-of-suite, and single vendor approaches utilized.

From a patient’s perspective, whether an inpatient or outpatient, service is often associated with the attitude of staff , wait times and comfort items.

15. What do Customers Want?

What do Customers Want?

With respect to organizations large organizations are more likely to have resources in place addressing the IT function.

Related to this, the stage of healthcare information technology adoption is often associated with organizational size. As such, small physician group practices typically have relatively few systems in place aside from scheduling and billing

16. EMR Customer Service

EHR Customer Service

For many healthcare information technology professionals, in the next few years the implementation of electronic medical record systems will be a primary function.

As such, the next set of slides incorporate components affiliated with successful implementation and maintenance of EMR’s. We will first begin with components often linked with failed implementations

17. Failure Components

Failure components

The slide identifies categories of implementation failure associated with electronic medical records.

The first category is unsatisfactory project management control. This category can have many subcomponents to it. For example, if agreed upon methodologies for project changes are not followed the project may not actually change correctly as many key individuals may not be aware of the change.

The second category is a lack of communication. In large projects one cannot underestimate the importance of the timing of communication as well as the communication methodology. Additionally, the communication receivers need to be aware of anything that may affect their efforts on the project.

Incomplete goal specifications is a category that can start in the project planning phase. This can lead to ambiguity in design and usability issues.

Finally, under estimation of project complexity can easily result in additional costs, completion delays, and possibly project failur

18. EMR Success by Component

EMR success by component

This slide identifies four components linked to EMR success.

The four components are success in technical terms, economic terms, strategic terms, and ideally trouble-free operations. Technical terms refers to desired functionality is realized. Economic terms refer to costs associated with purchase implementation and maintenance being what was budgeted. Moreover it can include realization of cost savings and/or increases in revenue.

Success in strategic terms identifies the overall organizational plan being realized through implementation of an EMR.

Finally success in terms of trouble-free operations is just that. Once a system has been installed is there a minimum of downtime and do users understand the syst

19. Successful Implementation

Successful implementation

There are seven components for successful implementation. These include Internal project leadership team

Communication and motivation

Departmental workflow analysis,

Specific and measurable goals,

Strategy for entering existing data,

Sufficient time for training,

and ongoing plan for support.

We will address each one of the seven component

20. Successful Implementation

Successful Implementation

Internal project leadership team

Select the right people to serve in this important role, with either a physician or office administrator in the role of chairperson.

Communication -Communication throughout the entire process is essential to success. Also, choose team members wisely for both their technical skills and their overall motivatio

21. Successful Implementation

Successful Implementation

Department Workflow Analysis

There must be a complete understanding of the workflow of the health care organization. It is important to understand every function of every job, to determine how the processes are done prior to EMR implementation.

Specific and Measurable Goals

There must be specific and measurable goals of the implementation to maximize the organizational outcom

22. Successful Implementation

Successful Implementation

Strategy for Entering Existing Data

An important consideration is to identify the strategy for incorporating existing patient information into the electronic medical record. There are different approaches to this decision.

Training

There must be sufficient time to train. Moreover, the timing of training is an important factor that must also be considered.

Ongoing Plan for Support

There must be a plan addressing how employees can quickly find answers about how the system operates and who to call when issues o

23. Unit 1 Summary

Unit 1 summary

In summary we have described the definitions of customer service. We have also identified customers needs based on the context of their position. And finally we have discussed different measures to account for customer service in healthcare IT.

End of presentation