

Component 16- Professionalism/Customer
Service in the Health Environment

Unit 1-Customer Service in Healthcare IT
Lecture 1b- Measurement Challenges in
Customer Service

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The Challenge

- How do we measure the customer service of healthcare IT professionals?
 - Service Level Agreements
 - Project Management
 - Contract Management
 - Customer Satisfaction Surveys

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The Challenge

- How do we measure the customer service of healthcare IT professionals?
 - **Service Level Agreements (SLAs)**

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The Challenge

- How do we measure the customer service of healthcare IT professionals?
 - **Service Level Agreements (SLAs)**
 - **Example: Help Desk**
 - Calls answered
 - Calls resolved
 - Calls escalated
 - Turn around times

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The Challenge

- How do we measure the customer service of healthcare IT professionals?
 - Service Level Agreements (SLAs)
 - **Project Management**
 - **Stakeholder Analysis**

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The Challenge

- How do we measure the customer service of healthcare IT professionals?
 - Service Level Agreements (SLAs)
 - **Project Management**
 - **Stakeholder Analysis**
 - **Quality Management**

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The Challenge

- How do we measure the customer service of healthcare IT professionals?
 - Service Level Agreements (SLAs)
 - Project Management
 - **Contract Management**
 - Resolution time
 - Education delivery
 - Annual payments

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The Challenge

- How do we measure the customer service of healthcare IT professionals?
 - Service Level Agreements
 - Project Management
 - Contract Management
 - **Customer Satisfaction Surveys**

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The Challenge

- How do we measure the customer service of healthcare IT professionals?
 - Service Level Agreements
 - Project Management
 - Contract Management
 - **Customer Satisfaction Surveys**
 - Was the patient informed?
 - Were the patient's needs met?
 - Did the patient feel safe?

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Customer Service-Driven
EHR Implementation Success Factors

- Meaningful Use Perspective
 - Physician – quality and incentives

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Customer Service-Driven
EHR Implementation Success Factors

- Meaningful Use Perspective
 - Physician – quality and incentives
 - **Nurse – decrease in documentation**

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Customer Service-Driven
EHR Implementation Success Factors

- Meaningful Use Perspective
 - Physician – quality and incentives
 - Nurse - decrease in documentation
 - **Administration - Return on Investment (ROI)**
 - **Patients - Quality care**

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Customer Service-Driven
EHR Implementation Success Factors

- Balance customer demands
 - Rewards for different customers come at different times in the implementation

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Customer Service-Driven
EHR Implementation Success Factors

- Balance customer demands
 - Rewards for different customers come at different times in the implementation
 - **Bring one group “live” at a time**

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Customer Service-Driven
EHR Implementation Success Factors

- Balance customer demands
 - Rewards for different customers come at different times in the implementation
 - Bring one group “live” at a time
 - **Publicize all successes**

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Customer Service-Driven EHR Implementation Success Factors

- Balance customer demands
 - Rewards for different customers come at different times in the implementation
 - Bring one group “live” at a time
 - Publicize all successes
 - **Communicate to all customers (not just those directly affected)**

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