

4-C: Enhancing the Patient Experience: From Car to Care

Renee' Wilson

Care Category: **Patient Experience**

PROBLEM / OPPORTUNITY

First impressions can be lasting impressions. We want to offer a patient/guest friendly experience with clear signage, easily accessible equipment and staff.

IDEA SUMMARY

We would make the services more accessible from the patient's car to where they receive their care. Clear signage, valet parking, assistance from the care to the door. A golf cart to patrol the parking lot and pick up guests as necessary. We want to provide easily accessible check in locations in the Main Lobby. A Personal Patient Escort or voice-guided directions to navigate the patient around the hospital and provide comfort. Patients and guests can be welcomed and kept abreast of upcoming events in the region via the Digital Board/Television and offered the ability to have refreshments while waiting for family by operating a coffee shop.

VALUE PROPOSITION / BENEFITS

This solution would assist in making our hospital a welcoming presence and that's easily accessible to the community.

IMPLEMENTATION PLAN

A list of recommendations have been submitted to Senior Leadership – Not Started

SUSTAINABILITY PLAN

Collaborative effort with the IT, Security, Transportation, Senior Leadership

METRICS / RESULTS

Press Ganey scores should increase with the ease of accessibility.

BUDGET / FINANCIALS

Approximately \$1 million dollars

Start up: Cosmetic (digital board, kiosks, television, signage), work on voice-guided directions. Over 1 year: Construction/renovation– remove desk & redesigning lobby, Valet Parking, Coffee Shop, Personal Patient Escort. Over 5 years: Golf carts

LESSONS LEARNED

Cost will make it cost prohibitive since not directly tied to revenue. Yet the opportunity to welcome the community to our facility will be bring volume and patient satisfaction.

ADDITIONAL INFORMATION

DIVISION: MIDLANDS | COLUMBIA

Department: Patient Access Services

Leader: Renee' Wilson