



PRESS RELEASE

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For Immediate Release

St. Ann's Bay Regional Hospital Reports Reduction in Client Complaints



St. Ann's Bay Regional Hospital has seen a significant decrease in the number of client complaints received during 2011 through its client complaints mechanism. A review of the data revealed that for the period January to December 2010, a total of 81 complaints were received compared to the same period last year, during which 53 complaints were received. This represents a 35% reduction in client complaints.

This reduction is attributed to recent improvements to service delivery through the implementation of a Block Appointment System, an Employee Recognition Programme and the review and implementations of systems to improve process flow throughout the facility. The strengthening of the Client Complaints Mechanism and a robust and resilient Customer Service Drive has also played a significant role. According to Mr. Keith Richards, Chief Executive Officer of the facility, "we have and will continue to make strategic changes at the facility that reduce waiting time for patients and enhance their overall experience."

Under the Block Appointment System launched in July last year; patients are scheduled in blocks. "All patients scheduled to attend our various clinics, are provided with an

appointment card. This appointment card details the time and date for their next appointment. What we are requesting, is that patients obey the time and date stipulated on that card, as they will be attended to as scheduled. The implementation of this system has resulted in a reduction in waiting time for patients and improved the ease with which they access care at the various scheduled clinics at the facility.” explained, Mr. Richards.

He said that the Employee Recognition Programme targets staff members who have demonstrated professionalism, leadership, commitment, innovativeness, flexibility, creativity and good customer service. They are recognized and awarded through the posting of their pictures throughout the facility as well as provided with tangible treats.

Mr. Richards further explained that, “these improvements are only a small portion of a larger framework to strengthen internal mechanisms that enhance the overall health care delivery system at the facility. The general public will see even further improvements in the ensuing months. We urge the populace to appreciate our new processes aimed at serving them better and to, at all times, respect the staff at the institution who go above and beyond the call of duty to offer quality care”.

These initiatives were also complemented with training the hospital staff, including security guards on key issues such as Customer Service, Stress & Anger Management as well as operational protocols. Client Services Manager at the facility, Miss Maureen Hylton explained, “our training sessions with staff are strategically aimed at addressing key concerns outlined in patients’ complaints. The complaints tool has provided us with an understanding of the areas to be targeted for intervention. We take each complaint seriously and seek to address issues outlined with expedition.” She also reported that a courtesy campaign launched recently is also yielding positive results.

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