

Are Your Customers Happy or Not?

POLQM Conference
October 23, 2018


Hannam
fertility centre

hannamfertility.com

pa-tient

able to accept or tolerate delays,
problems or suffering without
becoming annoyed or anxious

patient = customer

“It is not the employer who pays the wages.

Employers only handle the money. It is the customer who pays the wages”

Henry Ford

What do your customers expect?

Pleasant phlebotomist

Pain free blood draw

No bruising

Communication

Customers make judgements about service by **how they felt, how they were treated**

Complaints are always rooted in how the person felt about their experience

How was your
blood draw
experience today?

Hannam
fertility centre



Hannam

Solicit patient perceptions about care

“Based on today’s visit, would you recommend us to friends or family?”

“How did we do today?”

“Was your wait time acceptable today?”

“Were all of your questions answered today?”

What has changed?

Increased transparency

Increased awareness

Improved critical thinking skills

Increased accountability

Improved operations

Increased patient/customer feedback

Increased patient/customer satisfaction

How are we doing?

REPORTING PERIOD: **SEPTEMBER 2018**

Pregnancies <i>discharged +OBS at 10 weeks (all treatments)</i>	THIS MONTH	YEAR TOTAL	
	56	419	
New Patients Seen.	LAST MONTH	YEAR TOTAL	
	131	1657	
Patient Satisfaction <i>"Based on today's visit, would you recommend us to friends or family?"</i>	LAST MONTH	GOAL	YEAR AVERAGE
	94%	95%	94%
Retrievals	LAST MONTH	GOAL	YEAR TOTAL
	71	60	440

PROFESSIONAL ACCOMPLISHMENTS

Congratulations PUNEET!
 On passing your Canadian citizenship test

UPCOMING EVENTS

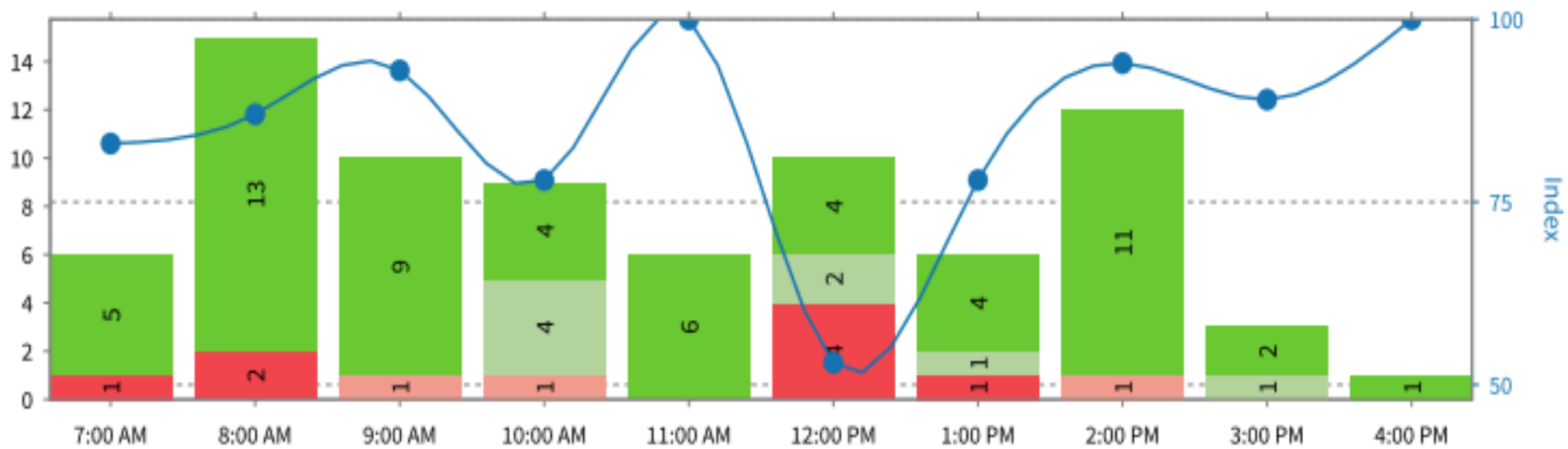
HFC HOLIDAY PARTY → Tue Nov 27
 3:30 - 7 pm
 Stay tuned for more details!

Vision
 To be Canada's trusted leader for fertility care.

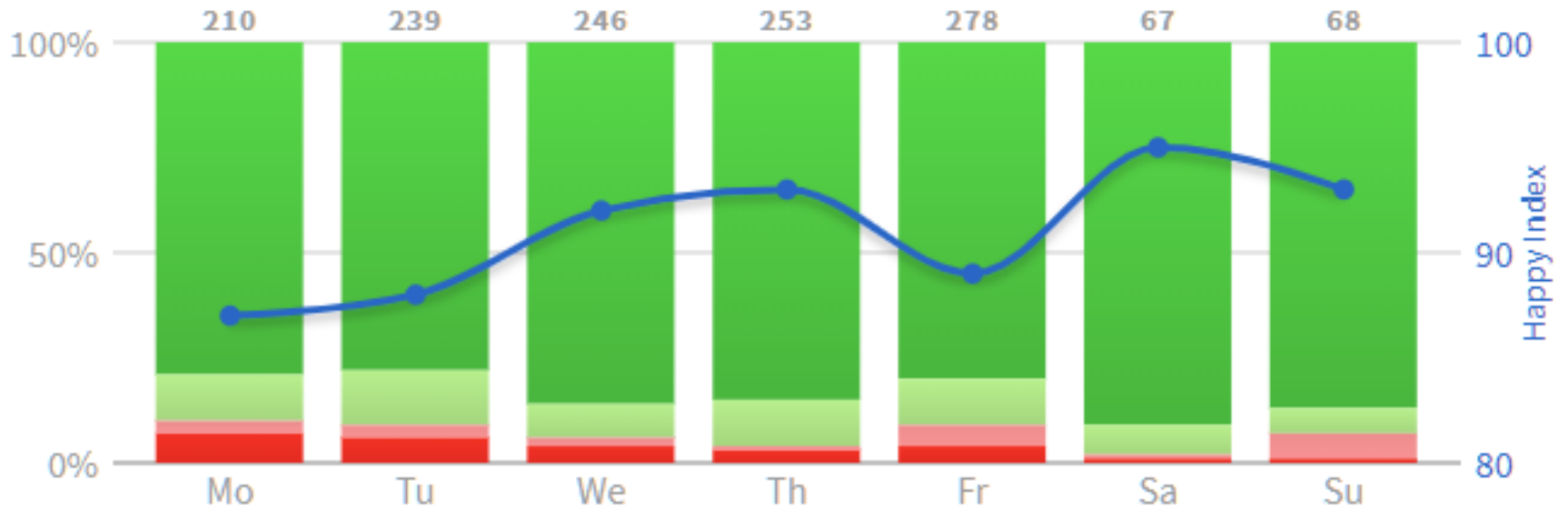
Mission
 We offer our patients the shortest time to a healthy pregnancy.

- Values**
- **Communication**
 We empower to optimize care.
 - **Relationship Building**
 We continually try to listen.
 - **Safety**
 We maintain the highest community standards in fertility care.

Hannam
 fertility centre



WEEKLY DISTRIBUTION





Terminal 1649110003 / 8/1/18 - 8/31/18

Based on today's visit, would you recommend us to friends or family?



93% Positive

Total feedback: 1,361

Very Positive 83%, Positive 10%, Negative 3%, Very Negative 4%

HAPPYNOT

How was your
blood draw
experience today?

Hannam
fertility centre



Hannam