



**Service Priorities and Programmes**  
**Electronic Presentations**

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**A Step Forward to Improve the Link between Patients and Hospital**

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**Introduction**

Patients' feedbacks are essential in improving the quality of health care services. Patient satisfaction survey (PSS) is commonly used to collect patients' feedbacks. In 2010, the Hospital Authority (HA) conducted the HA wide PSS. In addition to the corporate PSS, Grantham Hospital (GH) piloted a proactive approach in 2012 to improve the link between patients and hospital, to encourage patients' to voice out their comments and concerns on hospital services and to foster better relations with patients.

**Objectives**

-To establish a proactive role of PRO by introducing PRO service. -To project a positive hospital image -To create a platform of communication between patients and hospitals. -To identify areas for improvements. -To cultivate a positive and caring culture amongst staff.

**Methodology**

The proactive approach of the Patient Relations Officer involved the following: PRO Visit (2Q – 4Q 2012) PRO day visit to patients / relatives of clinical areas to: -Introduce the PRO service & channels of giving feedback. -Encourage patients / relatives to express their concerns / suggestions on hospital services. -A leaflet about PRO service was given during the visit. Tea Gathering (November 2012) In-patients and out-patients / relatives were invited to join the gathering to express their views and comments on hospital services with Senior Hospital Executives.

**Result**

-A total of 101 patients / family members were visited. 94% (95 cases) visited by the PRO never voice out their comments on hospital services before, but are willing to share their opinions with the PRO during the visit. Among the concerns received; majority are related to hospital environment & facilities, while some are related to waiting time and communication issues. PRO would feedback to senior management on the concerns received and manage these on a timely basis. -7 patients and relatives joined the tea gathering. 10 recommendations on improving hospital services

were received. Pertinent review on those recommendations was made. Conclusion PRO visit and gathering event has shown positive effects in building up positive hospital image and create platform of communication between patients and hospital. GH would continue with this approach in 2013, to keep on monitoring patients' response and fine tune the format of implementation.