



Service Priorities and Programmes
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Building a culture of “服務由心” in department of Family Medicine and Primary Health Care, KWC

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Introduction

A good practice of family medicine does not rely on cutting edge technology, but a caring heart. The Chinese mission statement our department includes an important element: “服務由心”. How to permeate this concept among frontlines is a challenge.

Objectives

To describe the campaigns to engage frontline staff in building our departmental culture.

Methodology

We empower frontline staff to define the meaning and how to achieve it. Firstly, we organized a slogan competition on how to practice “服務由心”. Secondly, we launched a campaign of staff appreciation “我眼中的好人好事”.

Result

There were over 70 submissions in the slogan competition. The main themes collected were “one step further” and “helping hands”. A final slogan was created as “行多步，幫得到!”. To further visualize what is “服務由心”, we started an appreciation campaign: “我眼中的好人好事”. It emphasizes on the good practice in daily operation, which can bring out the message of “行多步，幫得到!”. For examples, an elderly patient missed her lunch because of bad weather, a staff offered snack and hot drinks for her; a staff borrowed his mobile phone to patient to make consultation booking; clerical staff proactively write down larger size wordings in appointment slip for elderly patients with poor eye sight etc. These were true stories of frontlines. They were observed by the individual clinic supervisor. These stories were promulgated through group e-mails and were shared in monthly meeting of individual clinics. From Nov 2013 to Feb 2014, we have released 8 stories. This appreciation platform is welcomed by colleagues. Through these stories, frontlines define how to practice “服務由心”. Conclusions: To build a culture of “服務由心” in our

department, we empower our frontline staff to define what is the good practice. Good practices were shared through a platform of appreciations among peers and supervisors. This approach is more welcomed than the top down management approach.