Service Priorities and Programmes

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Appreciation booth in 6 general outpatient clinics (GOPC) of Kowloon West Cluster (KWC)

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Introduction

Appreciation is one kind of driving force to keep staff morale and prevention of burnout. Existing channels to facilitate patient appreciations usually are in the form of cards, letters and phone calls. Patients with low educational level may have difficulty to express their gratitude through these channels.

Objectives

To facilitate patients making appreciations and boost up staff morale through this exercise.

Methodology

From June to July of 2014, we set appreciation booth in six GOPCs of KWC. It lasted from three days to one week in each clinic. The appreciation booth aimed at facilitating patients making appreciations to our service and staff. Patients were totally voluntary to make the appreciations. We provided different media for appreciations including cards, instant photos, audio recording and video recording under patient consents. Patients could express their gratitude through these media. The appreciation booth was designed and operated by summer student helper, with coaching by medical staff in the initial period. Collected appreciations were returned to the relevant staff and clinics.

Result

About 600 appreciations in different forms were collected from the appreciation booths. Video and audio recordings were edited into a video of patient appreciations. The video was shared in different occasions including the departmental annual dinner. It was also uploaded to the HA channel. Staff in the involved clinics welcomed the appreciation booth and thought that audio and video recordings were more touching than conventional forms. Conclusion: On site appreciation booth is an effective way to

facilitate patients showing gratitude to our services. It can help patients to make appreciations in the form of audio or visual images, which may be more touching than conventional forms. On site appreciation booth can be one way to boost up staff morale.