



## Service Priorities and Programmes Electronic Presentations

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**A service review on telephone enquiries in paediatric specialist outpatient clinic**

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**Introduction**

The Paediatric Specialist outpatient clinic is one of the largest outpatient specialist clinic and referral centers in Hong Kong. It provides 21 paediatric subspecialty clinics for children from birth to age 18. It accommodates more than 41,000 patient visits each year. It is a multi-specialty clinic consists of paediatric medical, cardiac and surgical specialities. There are a number of telephone calls each day to enquire about the appointment, investigation, medication and operation arrangement. It is labour intensive to answer the phone call everyday. A message recording system is in placed to record the call in message if the telephone line is engaged, our clinic staff will reply patient's enquiries within 48 hours.

**Objectives**

In order to understand the customer behaviour and their concerns in the enquiry call, a service review was conducted from April 2015 to March 2016.

**Methodology**

All telephone enquiries were recorded from April to March 2016. The message was triage into 5 categories according to the nature of problem. These categories are: new case booking, appointment issue, medication problems, advice seeking and others. Number and percentage of each category were calculated to compare and contrast the significance of the problem.

**Result**

There were 11487 phone calls received during the review period, monthly average was 957. Among the enquiries, 2.8% was concerning the new booking appointment, 69.1% was related to appointment reschedule and rebooking, 0.8% was related to medication issue such as drug refill and administration, 0.4% was seeking medical or disease management advice. Other category was 3.2%. The review shows that the service reach its peak in September with 1143 enquiries including 772 calls related to rescheduling or rebooking follow up appointment to suit the child's daily and academic schedule.

Phone enquiry and reply system can maximize clinic quota utilization and address patient concerns timely, and also reduce default percentage. By analyzing previous data, to understand customer behaviour and predicting service trend and needs. So that better clinic operation is achieved.