



S - SMILE
H - HELP ME
R - RESPECT ME

CUSTOMER ENGAGEMENT AND SERVICE EXPECTATION ACTION PLAN

- C** – Caring and actioning our values (5 C's)
- U** – Understanding
- S** – Smiling
- T** – Trust and Teamwork
- O** – Optimize Customer Experience
- M** – Meet and Greet Me
- E** – Engage Me
- R** – Respect Me

*September 1, 2010
Updated March 23, 2011*

Customer Engagement & Service Expectation Action Plan

Background: In the 2009 – 2010 Strategic and Operational Directions for the Health Sector, there is a requirement that Regional Health Authorities and the Saskatchewan Cancer Agency develop, implement, and publicly release a board approved plan for engaging the customer that includes clear service delivery expectations and region-specific targets for improved customer engagement and satisfaction. All health care system users, whether patients, long term care residents, community based service clients, family members, or potential service users are our customer. The voice of our customer is heard through their stories, experiences, suggestions, concerns, and compliments.

Forward: Sunrise Health Region Board understands and is committed to optimizing the customer's experience and continuous quality improvement. The execution of our customer engagement and service expectation action plan will enable our region to improve our customer's satisfaction with health services and will contribute to Sunrise Health Region's Vision of Working Together.....For Healthy People....In Healthy Communities.

In an article published in *HealthAffairs* magazine in May 2009 Donald Berwick, M.D., CEO of the Institute for Healthcare Improvement powerfully notes that “we – patients, families, clinicians and the health care system as a whole – would all be better off if we professionals recalibrated our work such that we behaved with patients and families not as hosts in the care system, but as guests in their lives”.

To optimize our customer's experience and journey, the region needs to listen and be responsive to the Voice of the Customer to enhance communication and responsiveness to meet the purpose of why we are all here, which is to serve our customer. Effectively engaging our customers will help us provide what our customers need and want. Addressing the voice of our customers optimizes our services by hearing about current issues in our system and using that information to drive quality and safety strategies to resolve them.

Using strategies to hear the voice of our customers informs our service users that we value their feedback and opinions and that we will continuously assess our health system's performance to meet our customer's needs. Our attention to feedback affirms our commitment on safety and continuous quality improvement. Focusing on customer service creates a culture of partnership whereby together we can transform the health care experience by holding ourselves and each other accountable to our shared values.

Action Plan Overview: The strategies, tools, and measurements utilized to engage our customers will be variable and will transform through our shared experiences. This plan provides a range of methods and related tools for service providers to integrate the voice of our customers into service delivery. These methods and tools are arranged into three divisions based on their degree of originality and creativity. The three categories are:

1. Traditional: Structured and common forms of eliciting feedback
2. Opportunistic: Taking immediate advantage to hear the voice of the customer
3. Innovative: Employing non-traditional means of hearing the voice of the customer

Traditional:	Opportunistic:	Innovative:
<ul style="list-style-type: none"> • Formal complaint mechanism through Patient Safety Unit • Discharge surveys based on Releasing Time to Care Model • Acute Care Experience Survey (NRC) Picker • Advanced Directives • Personal Interaction with staff • Patient/Resident/Client Questionnaires 	<ul style="list-style-type: none"> • Contacts through Patient Safety Unit (Focus Groups etc.) • Community Engagement CHAC's • Discharge phone calls • Story Boards/Communication Boards • Safety, Privacy & Your Opinion Counts Pamphlets • Messaging to target audiences (ER waiting rooms) • Customer Service Training Based on Regional Values • Assemble team and complete inventory of Patient and Family Centered Care (Tool from the Institute for Family Centered Care) 	<ul style="list-style-type: none"> • Patient Rounding • Digital Story Telling • Photo Journaling • Family/Patient Centered Care (Shared Decision Making) • Develop Marketing Strategy around <ul style="list-style-type: none"> • S - Smile • H – Help • R – Respect
	<ul style="list-style-type: none"> • Reflect on results and develop action plan • Develop brochure on customer mnemonic and value driven expected behaviours 	

PROVINCIAL PILLAR: HEALTH OF THE INDIVIDUAL

Goal #1: Health of the Individual

Objective 1.1

The health system and its employees/providers are focused on providing high quality excellent service for every customer that is consistent with provincial goals, best practice, and customer expectations.

Key Action Measures 1.1: To develop, implement and publicly release by December 31, 2010 a Board approved plan for engaging the customer that includes clear service delivery expectations and region-specific targets for improved customer engagement and satisfaction.

- % RHA staff who have received orientation on RHA service delivery expectations by March 31, 2011
- % of patients who rate service as excellent or exceptional

Targets:

- 100% of new staff receives orientation on an ongoing basis by March 2011
- 100% of existing RHA staff has received orientation on the region's service delivery expectations by March 31, 2011
- The majority of patients rate service as excellent or exceptional by March 31, 2012

Action Plan:

<i>Action Item</i>	<i>Responsibility</i>	<i>Time Frame</i>	<i>Deliverable</i>	<i>Progress Update</i>
Present plan to Sunrise Regional Health Authority	Suann Laurent Interim CEO	September 1, 2010	Board approval	<ul style="list-style-type: none"> • Board approved September 1, 2010 • Completed on target
Submit plan to Ministry	Suann Laurent Interim CEO	September 9, 2010	Submitted to Ministry	<ul style="list-style-type: none"> • September 9, 2010 • Completed on target
Publically release plan	Director of Communications	September 30, 2010	Internally communicate plan. Available on Website – publically release	<ul style="list-style-type: none"> • Completed on target
Develop Customer Service training based on regional values	Christina Denysek, Vice President of Human Resources	December 2010	<ul style="list-style-type: none"> • Curriculum developed to educate existing and new staff • Education rollout strategy 	<ul style="list-style-type: none"> • Completed on target
Assemble team and complete inventory of patient and family centered care in one care area in the region	Sherrell Fox, Director of Patient Safety and Improvement	December 2010	<ul style="list-style-type: none"> • Inventory complete • Reflect on results to develop action plan 	<ul style="list-style-type: none"> • Inventory completed January 2011 • Awaiting provincial framework to facilitate action plan
Develop brochure on customer mnemonic and value driven expected behaviours	Sharon Tropin, Director of Communications	December 2010	Brochure developed and plan modes of distribution	<ul style="list-style-type: none"> • Completed on target • Part of Achieving Connection through Excellence (ACE) training curriculum
Patient rounding start one area in the region	Sharon Clark, Director of Health Services South	December 2010	Patient rounding initiated in one identified care area in the region	<ul style="list-style-type: none"> • Intentional Rounding occurring in Melville at St. Peter's and Medicine at YRHC. • Focused approach happening in PSI through Quick School project
Digital story telling on 2 strategic areas	Sherrell Fox/Sharon Tropin	January 2011	Digital Storytelling on Surgery and Stroke Strategy	<ul style="list-style-type: none"> • Stroke Strategy digital story telling complete – Everett story • RIS/PACS digital story completed
Photo Journaling on 4 strategic priorities	Sherrell Fox	March 2012	Photo Journaling on Medicine (RTC), Surgery, Stroke, and Medication Reconciliation	

Action Item	Responsibility	Time Frame	Deliverable	Progress Update
Develop Marketing Strategy for S – Smile H – Help R - Respect	ELT and Director of Communications	April 2012	Marketing Strategy Developed	<ul style="list-style-type: none"> • Special Issue of “Connection” developed • Part of ACE curriculum

Performance Management and Measurement: Our accountability of this plan will be measured through our key action measures and targets identified under the Provincial Pillar of Health of the Individual on page 4 of this customer engagement and service expectation action plan.

Summary: The direction that is envisioned in this document was not arrived at by the Board alone; it is the same of intelligence informed by the Patient First Review, our customers’ concerns, employees, shared partnerships with regions, and best practice. This plan builds and aligns with direction for system transformation. At the heart of this plan is the core vision of optimizing our customers’ experience with our health system each and every time.



Principle Author: **Suann Laurent, Interim Chief Executive Officer**
 Developed: August 16th, 2010
 Sunrise Health Region