

Patient Tour Initiative: Improved Maternity Journey

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Overview

Patient Tour is an Improvement initiative designed to translate patient needs into higher quality, efficient services and improved overall maternity experience.

The idea was proposed after a number of new patients complaint of being "lost inside the hospital". This project was spearheaded by Outpatient Obstetric nurses in collaboration with Patient Visitor and Customer Service (PVCS) along with a multidisciplinary team to provide newly referred mothers with orientation to available maternity services and facility tour in Al Wakra Hospital.

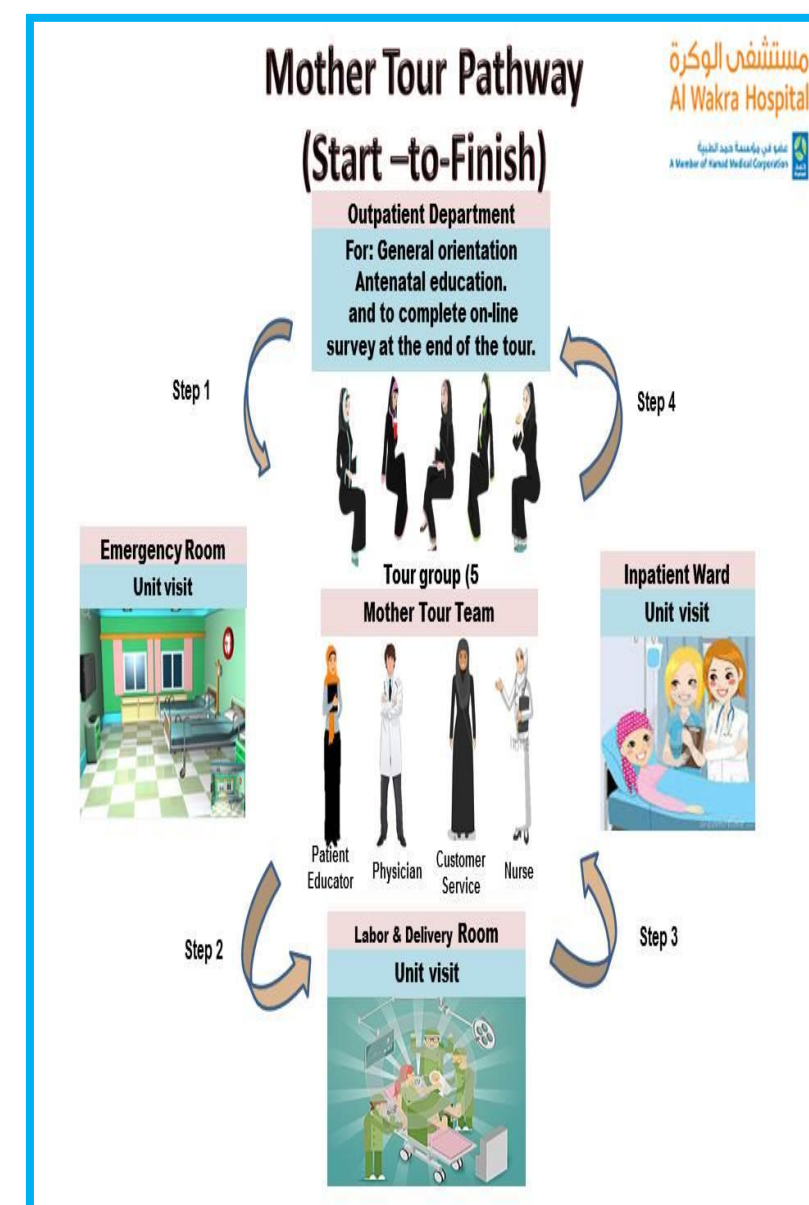
Patient Tour was successfully launched on 28 May 2015 to date.

Objectives/Goals

The project aims to:

- Develop a positive and supportive environment for patient, family and staff using a relatively low –cost initiative.
- Decrease patient complain and improve unit performance through collaborative effort among multi-disciplinary team.
- Improve staff satisfaction through staff development and empowerment.

Methodology



Patient Tour Pathway

مستشفى الوكرة Al Wakra Hospital
 مستشفى حمد الطبية Hamad Medical Corporation

Patient's Tour from "Start to Finish"

Join us now
 every Thursday at the patient's tour to know more about maternity services at Al Wakra Hospital

What: Patient Tour
Where: Al Wakra hospital OBS & GYN Outpatient department
When: Every Thursday at 10:00 – 11:00am
Who: Newly referred patients to Al Wakra Hospital – OBS/GYN OPD
Note: Snacks & gifts are reserved

"We aim to experience safe pregnancy journey at Al Wakra Hospital"

For more information please call help desk: 4422-4011

Tour Invitation

Methodology/ Strategy

Outcome Measure:

- Satisfaction Rate
- Recommendation Rate

Data Collection

- Participants are assisted to provide online Feedback after each Tour. Comments and suggestions are listed and reviewed by the team for quality improvement.

✓ Leadership at All Levels

A team consisting of OPD Head nurse, Charge Nurse, Staff Nurses, Nurse Technician, Patient Visitor and Customer Service (PVCS) representative and Public Relation representative was formed.

✓ Staff Development

Staff Nurses and Nurse Technicians were trained as Tour leaders to facilitate the activities. The Tour leader invites and gathers patients in the Outpatient Department, introduces available maternity services in the hospital, conducts antenatal classes and leads the facility tour with the participants.

✓ Interdisciplinary Engagement

The team collaborated with other disciplines to provide educational topics related to mother and newborn such as antenatal care overview by Obstetricians, Breastfeeding by Lactation Specialist, Pain Management and Pre-operative teachings by Anesthesiologist, Hand Hygiene by Infection Control Practitioner, Metabolic Screening by Well-Baby Clinic Nurses, and Skin-to-Skin by Obstetric Nurses among others. These classes are scheduled weekly and provided before the facility Tour.

✓ Creating a Friendly Environment

Facility Tour is led by the Tour leader covering OPD, Emergency Department, Antenatal ward, Postnatal Ward, Neonatal Intensive Care Unit (NICU), Admitting Department, Cashier and Pharmacy.

✓ Patient and Family Engagement

In response to participants' popular demand, **Couple Tour** was introduced in May 2017 to allow the husband to join the tour.



The first Mother Tour with the first Tour Leader



Anesthesiologist, meeting the participants and giving information on Pain Management during a Couple Tour



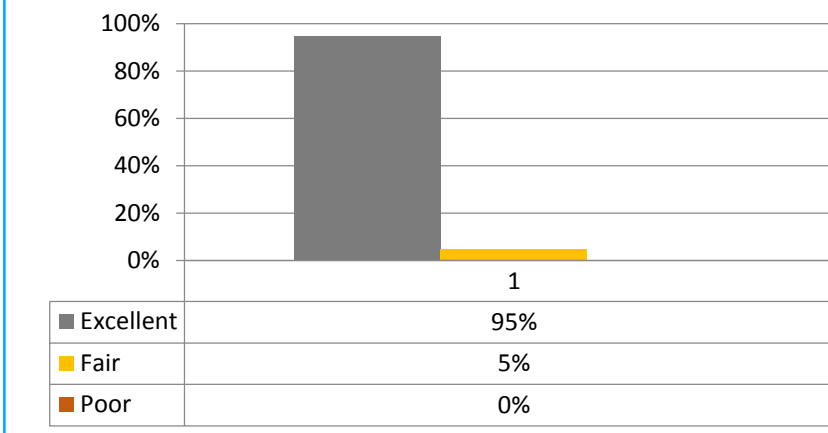
Participants in Labor Room (greeted by DON)



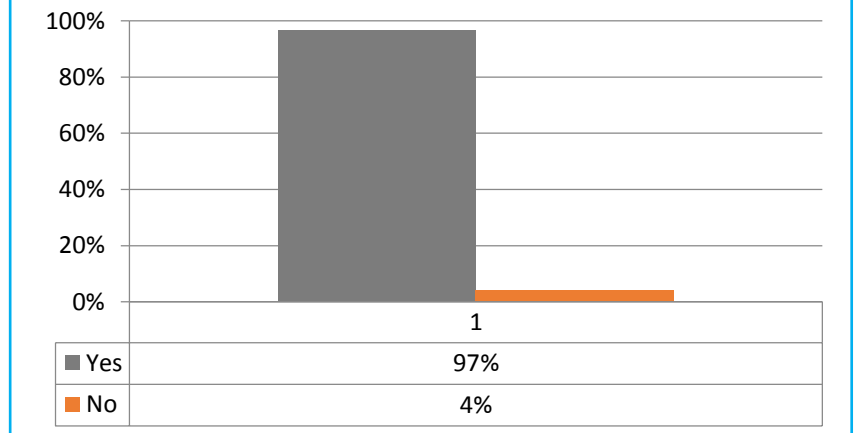
One of the Couple participants who were happy with the Tour..

Results

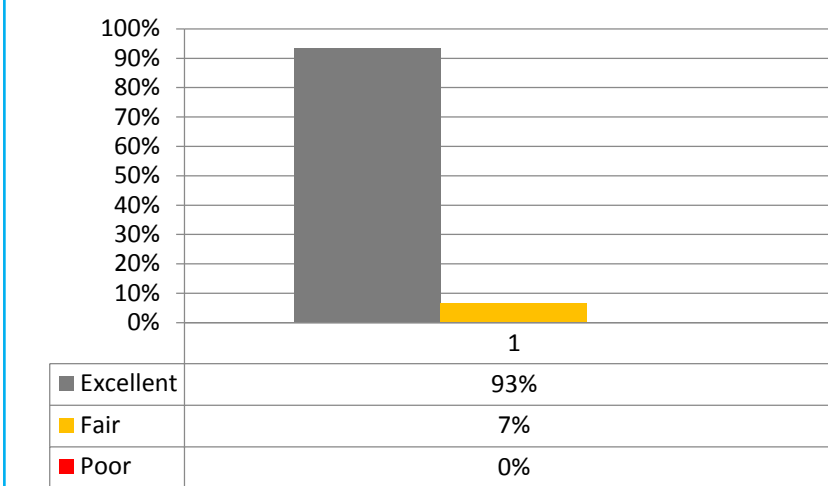
Mother Tour- Satisfaction Rate May 2015- Jul 2019



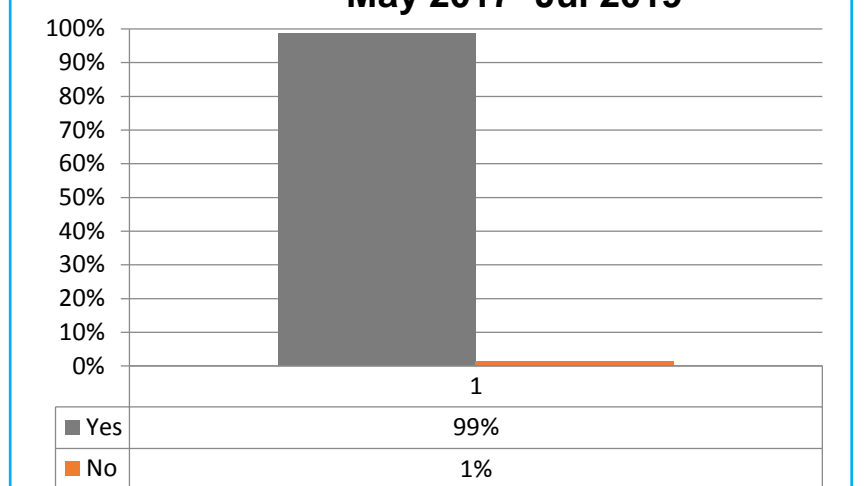
Mother Tour- Recommendation Rate May 2015- Jul 2019



Couple Tour- Satisfaction Rate May 2017- Jul 2019



Couple Tour- Recommendation Rate May 2017- Jul 2019



Summary of Online Feedback taken from Participants after each Tour.

Achievements

- Conducted 170 cycles of Patient Tour from May 2015- July 2019, 766 participants with 95% satisfaction rate and 97% recommendation rate.
- Conducted 23 cycles of Couple Tour from May 2017- July 2019, 75 couples with 93% satisfaction rate and 99% recommendation rate.
- 30% OPD OB-GYN staff nurses joined the project and were trained as Tour Leaders.
- Won an award of Merit in 2016 Stars of Excellence at Hamad Medical Corporation.



Stars of Excellence 2016

Conclusion

- Understanding and improving how patients experience their care is a key component in delivering high quality, low-cost services that are based on their needs.
- Patients who feel that they're well informed trust the healthcare system and are more likely to be satisfied with their care.
- With supportive environment for staff growth and development, patient experience improves as staff satisfaction increases.

References

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Acknowledgements

Ms. Charlotte Hamilton, AED Business Development AWH, Mohammad Alloub Senior Managing Consultant, OB/GYN AWH; Dr. Yousra Shehada Siam; Jenalyn Cialbo Castro, ICP; Dr. Korich Noureddine; Dr. Yehia El Khawly, Clinical Pharmacist; Dr. Muhammad Ilyas; Dr. Abdelrazak Al Owayed; Dr. Muhannad Chahab; Obstetrics Doctors; OPD OB/GYN nurses, clerks and Aides, Ibrahim Loukeh, Nesmaak Customer Service Representative; Barihan Al Hindawi, Nesmaak Customer Service Representative
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In Collaboration with

