مؤسسة حمد الطبية
Hamad Medical Corporation
HEALTH • EDUCATION • RESEARCH صحة • تعليم • بحوث

مركز خبرات ومشاركات المرضى والموظفين
Center for Patient Experience and Staff Engagement

نسمعك
Nesma`ak

Nesma'ak Customer Service Program

We are here to help

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Background

At Hamad Medical Corporation (HMC) our patients are at the heart of everything we do. As such, we have a service for our customers to make sure they have the best experience. The Nesma'ak Customer Service is a key component of the Center for Patient Experience and Staff Engagement (CPESE) at HMC that:

- Provides the patient with assistance at every step of their healthcare journey.
- Facilitates the registration and referral of all compliments, comments and complaints made by patients or visitors.
- Captures how patients feel about their experience through patient surveys and analysis of customer feedback.

Objective

- **Goal 1:** Enhance the patient experience based on the captured and translated patients' or visitors' feedback.
- **Goal 2:** Enhance the patient satisfaction by ensuring all transactions relating to all patient services have a single point of contact whilst ensuring that patient requests are handled in an efficient and timely manner.

Achievements

HMC Customer Program Nesma'ak has won the Middle East Customer Experience Conference and Awards 2016 held in Dubai, UAE in two categories, for "**Best Implementation of a Customer Experience Program**" and "**The Customer Experience Program of the Year**".

middle east CX 16 awards
Recognizing Regional Customer Experience Excellence

نسمعك Nesma`ak
16060
خدمة العملاء Customer Service

Process

Measured Outcomes

With the launch of HMC's Nesma'ak Customer Service, the Corporate Customer Service Office is preparing standardized monthly performance dashboards for individual hospitals/facilities that cover comments, patient surveys, compliments, complaints and operational performance of the Nesma'ak service as mandated under the Service Level Agreement signed with each facility/hospital. Some of the insights shared with hospitals include facility breakdown of key patient experience data.

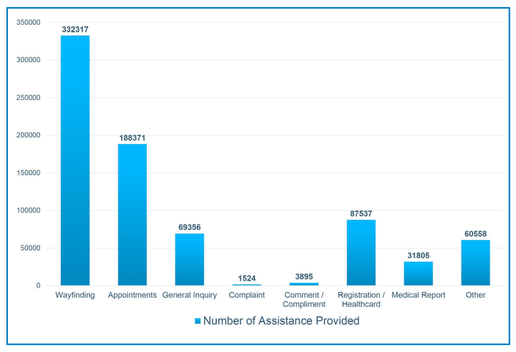

Figure 1: Facility staff assistance based on assistance type

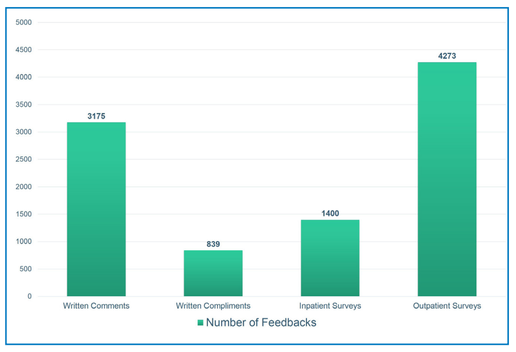

Figure 2: Summary of written comments/ compliments and survey

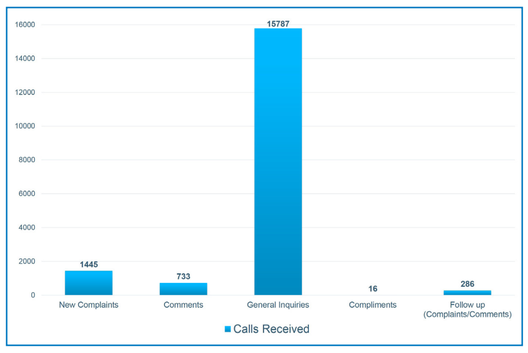

Figure 3: Overall number of calls Nesma'ak team handles

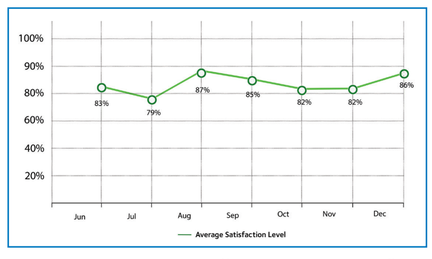

Figure 4: Overall percentage of satisfaction based on patient surveys

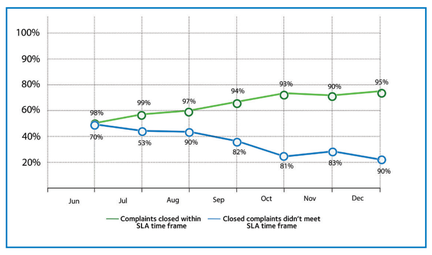

Figure 5: Percentage of Closing Complaints vs SLA Standard

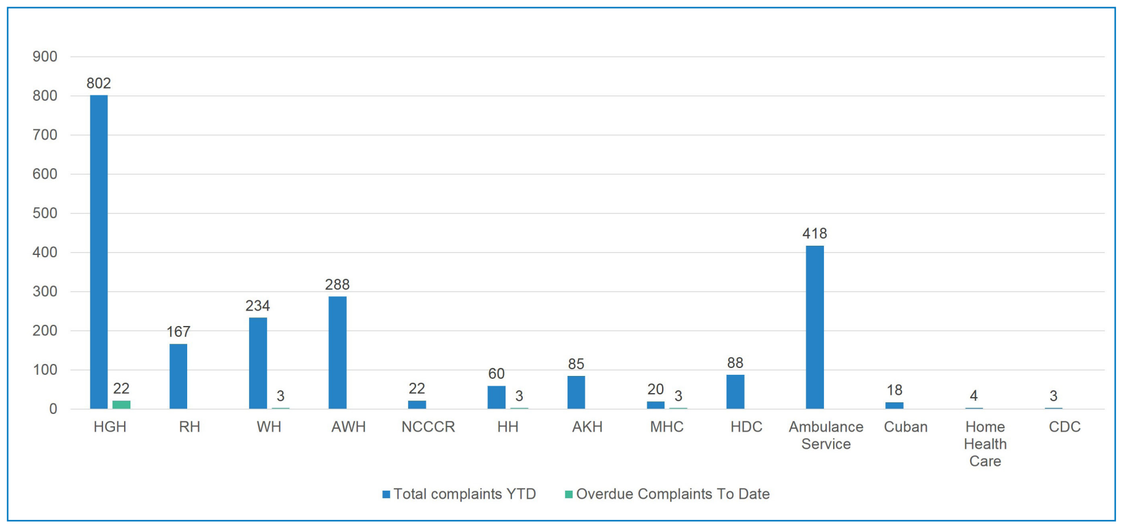

Figure 6: Total numbers of complaints versus overdue complaints by facility

Conclusions

As HMC aim to deliver the best, most efficient and compassionate care to Qatar residents and visitor, Nesma'ak Customer Service Program stand out as a first of its kind customer experience intiative serving the public sector in the region, helping HMC to fulfill its vision.

Project Team Members
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Team Collaborations: Muslim Mohammed (HICT) | Elizabeth Macgillvary (HMC Corporate Communications Department)

In Collaboration with
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