



# ....And at play

**AWARDS 2011- 2012**

Chairman's Award for Most Valued Employee 2011 - Mr Abhijit Tambe

Most Regular Employee Award 2012 - Mr Chirag Doshi

Best Idea of Year Award 2011- Ms Sakshi Satam

Team of Front Office - Winners of Interdepartmental Cricket Tournament

## ★ ★ The Rising Star of the month ★ ★



Ms Snehal Gharat - January 2011



Ms Navita Poojari - March 2011



Ms Megha Wadkar - June 2011



Mr Amar More - July 2011



Mr Vijaykumar Naik - August 2011



Ms Snehali Veer - September 2011

Best Employee of the Month awards - Front Office Department

### Dr L H Hiranandani Hospital

Hillside Avenue, Hiranandani Gardens, Powai, Mumbai - 400 076. Tel: 2576 3300 / 3333 • Fax: 2576 3344 / 3311 • E-mail: wecare@hiranandanihospital.org  
 Website: www.hiranandanihospital.org • E-mail: wecare@hiranandanihospital.org • homecare@hiranandanihospital.org • pathology@hiranandanihospital.org



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# Customer focus

Issue 2 | March 2012      NEWSLETTER

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Editor in chief - Dr Suvin Shetty    Editorial Team - • Dr Shashikant Pawar • Mr Manish Joshi • Mr Kaushal Shethia

The Front Office acts as the point of the first contact of a patient with the hospital. Front office staff operates the OPD counters in the different floors as the registration and the billing process is fully

decentralised. With progressively increasing workload in the hospital, hospital expansion was required and this meant additional areas to register the clients and also appointments and billing.

The Front office responded to the additional task by first planning the additional areas for them to operate. These were -



7th Floor

Additional OPDs



The New Wellness Centre



8th Floor

The new fully refurbished Dental Centre



Physical Rehabilitation Centre



State-of-art Bone Marrow Transplant Centre



9th Floor

A new billing station for all the higher floors



10th Floor

An additional billing centre - in case of an additional load on the billing

The hospital has hired the services of an external trainer to reinforce the training. This is done through group discussions, case studies, role-play, team activity to educate the staff and to better equip them to handle clients in the hospital. Importance is given to team building and interpersonal communication.

The staff is taught to communicate better in English, cultivate

mannerisms and communicate effectively with the clients. There are enjoyable sessions in team building that are in the form of games. There are lessons in motivation and the self-motivated are identified and noted for the future of the organization.

The staff is also taught how to handle irate patients and how to improve their confidence level in handling such cases.

# 10 Commandments of the front-office department



Greeting

Listen & understand before speaking

Self-introduction & to address the client by their name

Be helpful

Respect & dignity for all who they come in contact with

Walk the extra mile for the client

De-stress - Eat on time and take short breaks

Avoid gossiping with patients

Team work

Communicate - Within the team & not out of it

## CONTACT US

• Board (Powai) : 2576 3300, 2576 3333 • Multitask Counter: 2576 3485, 2576 3486, 2576 3385 • Casualty: 2576 3322, 2576 3323, 2576 3328, 2576 3271  
 • Laboratory: 2576 3366, 2576 3365, 2576 3234 • Home Health Care: 2576 3322, 98198 7362, 99209 45097 • Ambulance: 25763328, 2576 3323  
 • Health-check: 2576 3318, 2576 3398 • Blood Bank: 2576 3355, 2576 3356 • Heart Centre: 2576 3595, 2576 3298  
 • OPD Counter: 2576 3337, 2576 3338, 2576 3339 • Centralised OPD Appointment: 2576 3500 • Centre for Advanced Dentistry: 2576 3267  
 • Centre for Physical Rehabilitation & Sports Medicine: 2576 3479 • Centre for Advanced Cancer Care: 2576 3286, 2576 3812  
 • Centre for Advanced Eye Care: 2576 3223 • Hiranandani Hospital Thane: 6799 8555 / 6799 8444



# Action Zone

1. Concept of 'single window' counter approach:  
We have decentralized the counters, helping patients to do all the tasks from one single counter, rather than going from one counter to another. This approach for better delivery of services and efficient management is been possible with multi-tasking.
2. Dedicated Call Centre for Appointments  
The time taken to make an OPD

- appointment has been halved from 40 seconds in 2009 to the current 20 seconds. The actions taken to reduce the timeframe were:
- a) Sending appointment number via mobile SMS
  - b) Rescheduling of appointment by SMS
  - c) Incorporating doctor's non-availability due to O.T. schedule or ward rounds
  - d) Standardized module for patient /operator communication

3. Client satisfaction  
Staff politeness was rated over 99% while the time taken for registration was over 95% during 2011 (source: from patients feedback form).
4. Training and its result (Feedback ) -  
Registration time  
Front office has a dedicated trainer to provide effective training to front office personnels. The training seeks to bring out the best in front office operations such as the ability to create positive 'first impression', understand customer needs and expectations and commitment to teamwork. The staff also attends an ability-driven English and Communication module by external trainer to help them express themselves clearly, cultivate good voice qualities, and communicate more effectively with customers of varied backgrounds and nationalities.

