



Mr Leicester
Gouwland

William Buck Christmas
Gouwland



Mr Clyde Young

William Buck Christmas
Gouwland

Friday, August 12, 2016

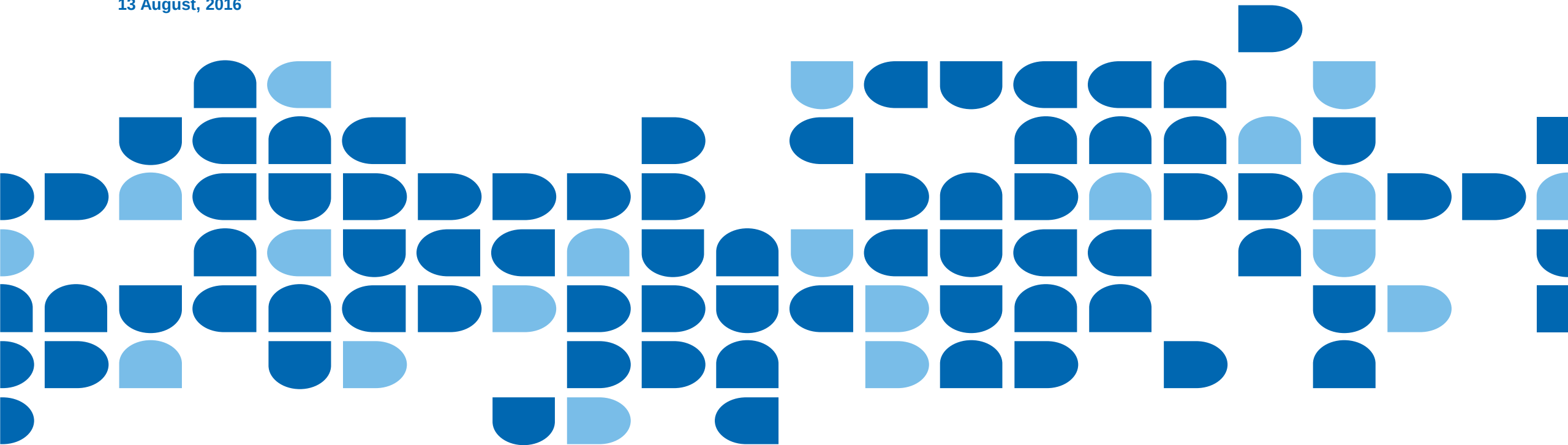
(Room 1)

16:45 - 17:15 Systems and Processes - Through the Patients' Eyes

System and Processes Through The Eyes Of The Patient

 **William Buck**
Christmas Gouwland

13 August, 2016



Clyde Young and Leicester Gouwland

*Changing
Lives.*

wbcg.co.nz
CHARTERED ACCOUNTANTS & ADVISORS



Introductions

Question:

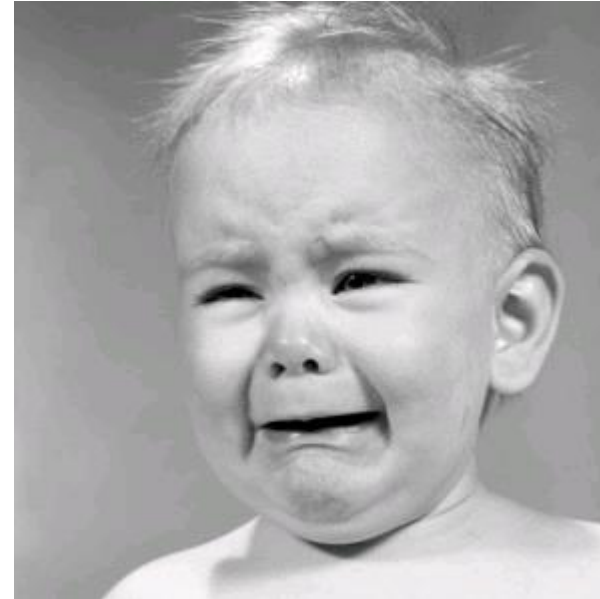
Around your practice – are they referred to as:

1. Clients
2. Patients
3. Customers
4. Some other name



What clients don't want

- Slow service
- Rude staff
- Lack of value for money
- Dirty surrounds
- Poor communication

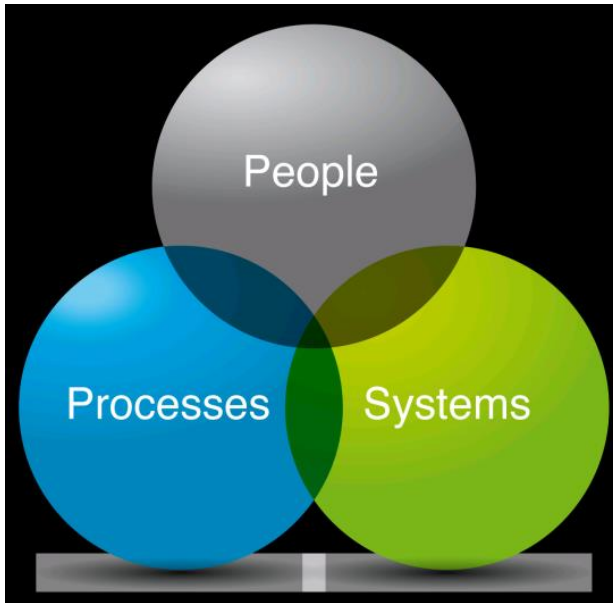


What staff don't want

- Lack of clarity
- Poor management
- Bickering
- No teamwork
- Drama



Systems and processes



"In order for any business to succeed, it must first become a system so that the business functions exactly the same way every time down to the last detail" Rick Harshaw, CEO, y2marketing.

Aim – everything done exactly the same every time.

Think of this statement in relation to your practice.

Everything done exactly the same every time – why?

1. Better customer experience
2. Easier to manage
3. Differentiate from competitors
4. Assists in training and induction of staff
5. Eliminates duplication
6. Increases efficiency
7. Open and transparent workplace



McDonalds – a business build on systems and processes

- The secret to effective “Systems and Processes”
- What MacDonald's realized early on – people make systems and processes work!
- Key to the people is motivation.
- Key to motivating staff is the right management.



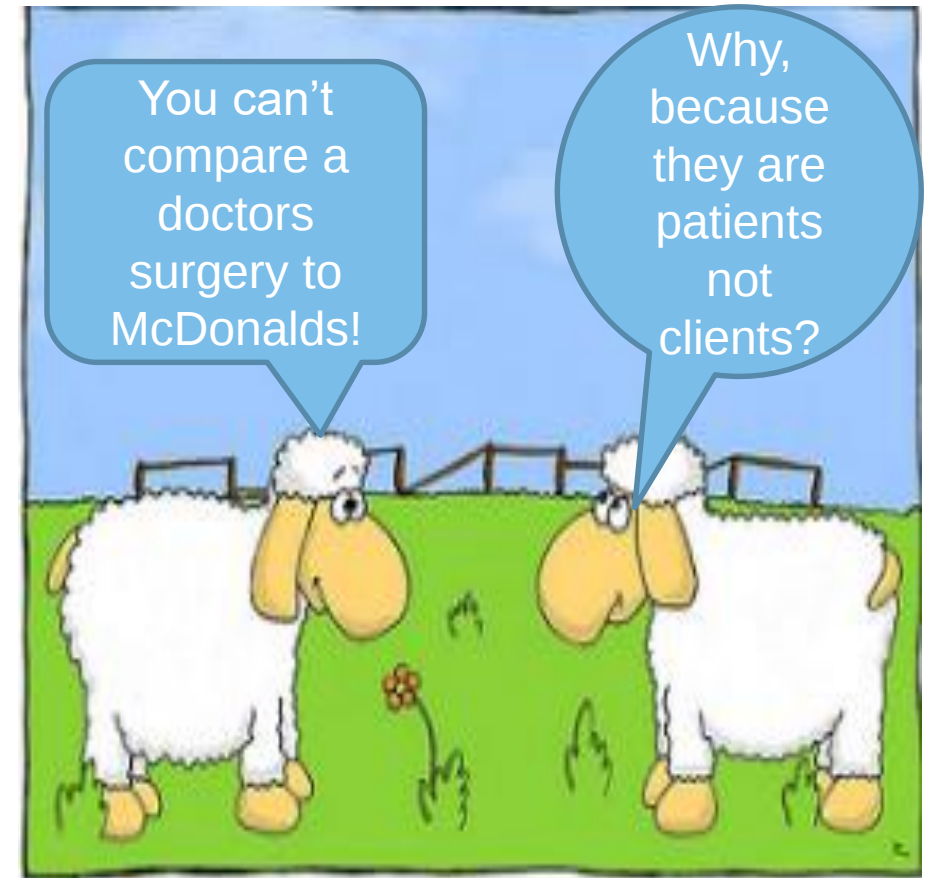
What McDonalds has done

- ✓ Put order into the preparation of fast foods
- ✓ Standardised everything
- ✓ Centralised the quality expectations
- ✓ Taken away discretion from the employee – only one way of doing things – the McDonalds way!
- ✓ McDonald's bible – its **System and Processes Manual** – outline has everything is done – front of staff, preparation of the food, cooking of the food, cleaning of the kitchen and premises, delivery of the food, centralised processing and preparation of the food.
- ✓ Management then provide **training** and **supervision** to make sure things are done as prescribed in the manual and left to the discretion of each employee.



Is this accurate?

While most everyone experiences some degree of nervousness when it **COMES** to seeing their doctor, for many people the time spent waiting for their appointment is a very stressful situation. The longer they wait, the more anxious they become. As they become more stressed and anxiety builds, the waiting time seems longer and the time seems to pass slower causing them to become even more stressed.



Introductions

Question:

When they arrive in your surgery, generally they seem to be?

1. Happy
2. Anxious
3. Stressed
4. Calm





Breaking it down - clients

Front office function

- Phones
- Reception
- Payments
- Emails

Client records

- Recording
- Access
- Review

Consultation

- Welcome
- Examination
- Communication
- Billing
- Follow-up

Communication

- Who?
- What?
- When?

Breaking it down - Staff

Management

- Culture and values
- Motivation
- Interface with owners

Hiring & Induction

- Recruitment
- Remuneration
- Induction

Training

- Expectations
- Internal training
- External training, courses & conferences

Appraisal & Performance Management

- Appraisal process
- Setting of KPI's
- Disciplinary processes

Breaking it down – Back office

Accounts & finance

- Preparation of accounts
- Billings
- Paying creditors, chasing debtors
- Managing cash-flow
- Payment of wages

Premises

- Liaising with landlord
- Car parking
- Inviting front of premises
- Cleanliness
- Repairs & maintenance

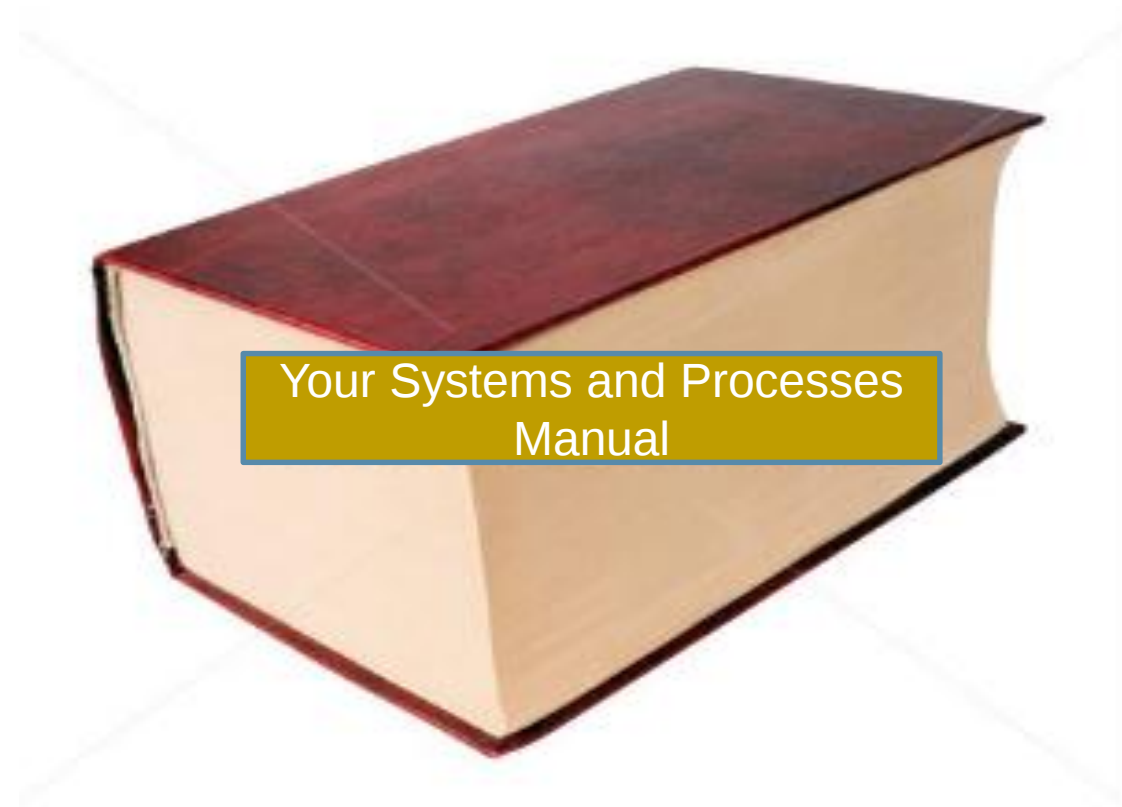
Stock

- Stock records
- Re-ordering stock
- Stock security
- Liaising with suppliers

IT

- Liaising with IT provider
- Managing equipment
- Ordering new equipment
- Repairs & maintenance

Systems and processes manual – the solution?



How to solve a clients complaint!

