



Mr Kieran Bird

William Buck Christmas Gouwland

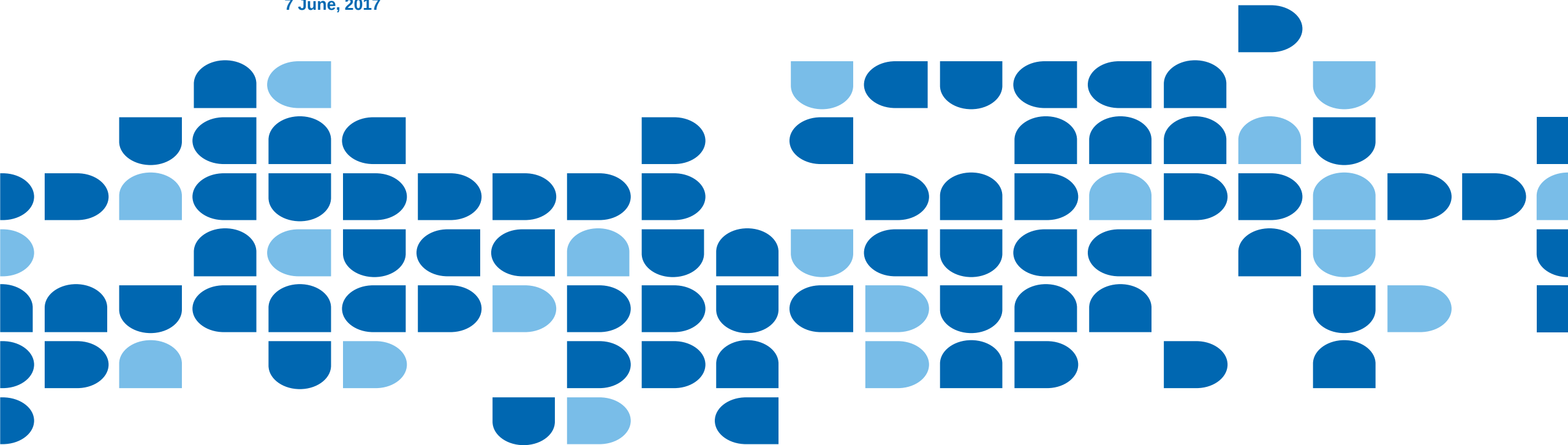
Friday, June 9, 2017

8:30 - 9:00 Systems and Processes - Through the Patients' Eyes

System and Processes Through The Eyes Of The Patient

 **William Buck**
Christmas Gouwland

7 June, 2017



Kieran Bird

*Changing
Lives.*

wbcg.co.nz
CHARTERED ACCOUNTANTS & ADVISORS

Agenda

1. Patient or client?
2. What clients don't want
3. What staff don't want
4. Systems & processes
5. A best practice example
6. Introductions
7. Breaking it down – clients
8. Breaking it down – staff
9. Breaking it down – back office



Question

Around your practice – are they referred to as:

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



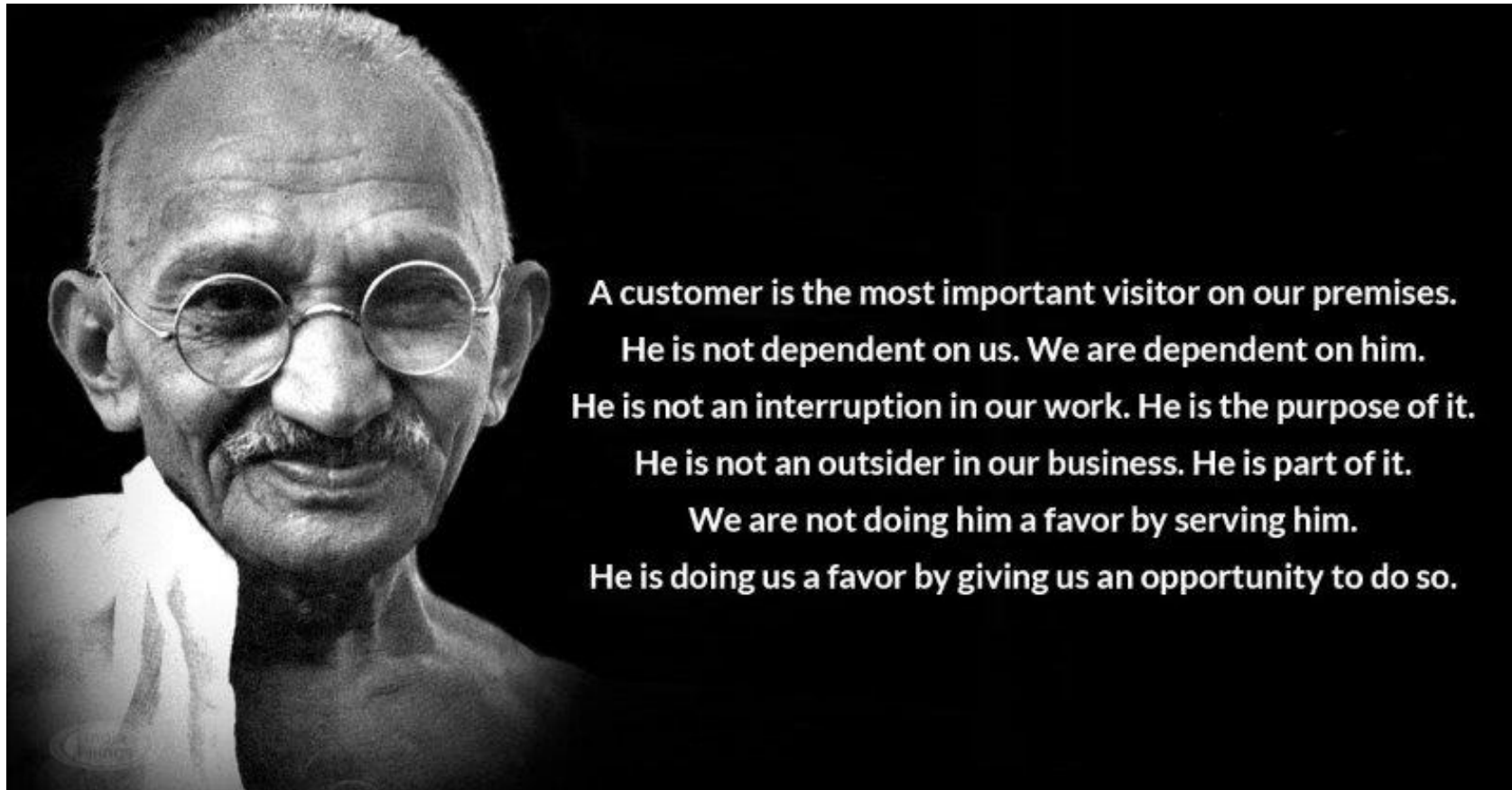
I'm the expert so I'm right!

Dear customer, I'm the one who works here so face it, I'm right, your wrong. I obviously know what I'm talking about so can you just shut the hell up already??



som^{ee}cards
user card

Words of wisdom



What clients don't want

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

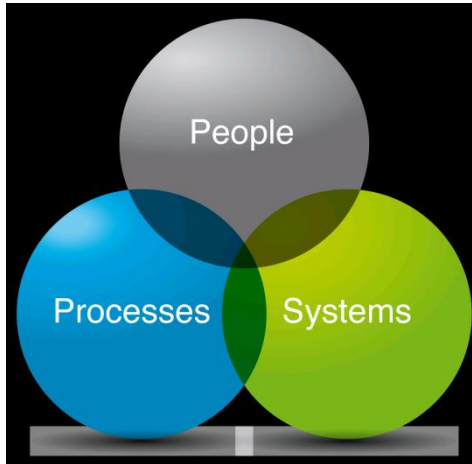


What staff don't want

- Lack of clarity
- Poor management
- Bickering
- Lack of teamwork
- Drama



Systems and processes



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

n – everything done exactly the same every time.

nk of this statement in relation to your practice.

Everything done exactly the same every time – why?

1. Better client 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 built on systems and processes

- The secret to effective “Systems and Processes”
- What McDonald'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
- ✓ McDonald's bible – its **System and Processes Manual**
- ✓ Management then provide **training** and **supervision**.





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.



The welcome

Question:

When arrive in your surgery,
generally do 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?

Three Short Cuts to World Class Service

1. The welcome and greeting
2. Rule of 24
3. Rule of 5



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?

