Faculty Practice Building: Customer Experience Vision

To build an integrated U of L Healthcare specialty and primary care center that offers a superb “Customer Experience” to patients, families, physicians and practices.
Who are our customers?

We define our customers as:
- Patients & families
- Physicians – U of L & Community based
- FPB practice staff
- Community
- U of L Hospital
- Payors
Origin of Information

Work Groups
- 85 stakeholders representing:
  - Physicians
  - PSCs
  - UPA
  - U of L Hospital

Medical center research
- UK
- University of Iowa
- Stanford
- University of Alabama-Birmingham
- Mayo Clinic
- The Ohio State University
- University of Minnesota

Priority Survey
- Top 5 priorities identified by:
  - Patients
  - Physicians
  - Practice managers
  - U of L Hospital partners
Customer Experience Elements

- Customer Care
- Marketing & Promotion
- Quality Environment
- Full Range Outpatient Services
- Integrative Value
**Element: Customer Care**

**Customer Care includes:**
- Concierge Service, with valet parking
- Effective Customer Service program
  - External & internal training
  - Award program
  - Informative patient/family & physician/staff satisfaction surveys with data reporting and action plans
- Sophisticated communication plan
  - Process for referrals between practices and multiple practice visits
  - Modern, easy to navigate telecommunication system
  - Advanced web capabilities including ability to request appointments, Rx refills, request information
  - Easy identification of staff by badge or uniform
  - Regular practice group gatherings
Element: Quality Environment

Quality Environment includes:
- Parking
- Reliable security
- Cleanliness
- Retail space
- Consistent, high quality design
  - Visible waiting areas
  - Conference center & physician lounge
  - Atrium & public corridors
- Ambience
  - Music
  - Plants
Element: Integrative Value

Integrative Value includes:

- Accessible medical information and highly functional CIS
- One cost efficient Human Resource management system for all practices, possibly to include EAP services
- One cost efficient Group Purchasing system for all practices
  - Product Resource (i.e., Premier)
  - Furniture (i.e., Steelcase)
- IT support services (break/fix) (Phase 2)
- One reliable Answering Service for all practices (Phase 2)
Element: Full Range of Outpatient Services

Outpatient Services include:

- Integrative business plan with Lab, Pharmacy, Rehab, Imaging & Ambulatory Surgery Center
  - Easy referral process between services
  - Ability of specialty practices to schedule outpatient services directly, within the same day
  - Prompt results provided to the referring practice
Element: Marketing & Promotion

Marketing & Promotion includes:

- Coordination through the HSC Brand Committee to promote and expand a U of L HealthCare brand identity
- Creating a strong marketing plan for the FPB highlighting:
  - Individual practice approach
  - Patient & community education
  - Recognition of community hospital partners
- Develop print and media materials for opening and on-going promotion
  - Press Event
  - Press Releases and Media Day at opening
  - Promotional brochures and mailings
  - Internet promotional and “push events”