

Program: Vanderbilt Medical Group's Patient Satisfaction Logic Model

Situation

- Does Patient Satisfaction training program align with the operational goals of VMG and the service and people pillars of the organization?

Priorities

- Evaluate Vanderbilt Medical Group's Patient Satisfaction training program to determine its effectiveness.

| Inputs | Outputs | | Outcomes -- Impact | | |
|--|---|--|---|---|---|
| | Activities | Participation | Short | Medium | Long |
| <p>Staff- Kathleen and her team, training participants</p> <p>Money- No set budget</p> <p>Time – January 19, 2012 to April 14, 2012</p> <p>Technology</p> <p>Training Materials- VMG's Handouts, Assessments, Training Plans, etc.</p> <p>Survey Results – Archival data</p> <p>Success Stories- To be gathered from identified individuals from clinic with the highest patient satisfaction scores who have participated in customer service training</p> | <p>Classroom Based Learning- To improve customer service</p> <p>Customer Service Training Survey- From all participants via paper</p> <p>Patient Satisfaction Survey- From select patients via phone and paper</p> <p>Data Collection on Current Training- To determine who has gone through training, their survey responses, which clinics are ranked highest, etc.</p> <p>Data Collection on Success Stories - To be gathered using Brinkerhoff Success Case Model via Web Based Survey and Telephone Interview</p> | <p>120 employees participate in this training annually in 2011.</p> <p>Conducted on all participants after the completion of the training</p> <p>Calls conducted through contracted service provider</p> <p>Kathleen, Ann and team, training participants</p> <p>50% of participants will have the opportunity to participate in the online survey</p> <p>10% of training participants from top ranked clinics will be interviewed regarding the customer service training and application</p> | <p>Improve learning among participants</p> <p>Increase awareness about what works and what does not regarding customer service</p> <p>Improve knowledge regarding Patient Satisfaction</p> <p>Improve attitudes about patient satisfaction and customer service</p> <p>Build customer service skills</p> <p>Influence opinions regarding the training program and training department.</p> <p>Increase motivation to perform at the highest possible level.</p> | <p>Increase customer service training participation throughout Vanderbilt Medical Group</p> <p>Improve knowledge regarding factors that enhance or impede business impact</p> | <p>Achieve a targeted patient service-training program that will assist in increasing patient satisfaction scores</p> <p>Better the alignment between customer service training and service pillars</p> <p>Improved efficiency in regards to training processes and customer satisfaction</p> |

Assumptions

- VMG will be able to implement recommendations upon project completion even though no budget is set at this time
- Information requests will be met within the week of a request
- Sufficient internal staff resources will be made available to the project team
- Every employee we chose to interview who participated in customer service training is a high performer

External Factors

- Turnover among managers & associates/ training participants
- Participants who have switched between clinics
- Promotion of employees who have moved on to other positions
- 3rd party survey results – Data had to be compiled into useful format

Evaluation – Brinkerhoff Success Case Method

- Gather data on current customer service training and results
- Gather data on current clinic rankings
- Determine which customer service participants work in the highest ranked clinics
- Interview 10% of customer service participants for success stories
- Evaluate results to create recommendations for VMG

Stakeholders

- Executive Leadership Team, Debra Grimes, Kathleen Mandato & her team.
- Clinic Managers, Patient Service Representatives (PSR) & Additional Clinic Staff.