Engaged Customers Through

Engaged Employees

The Game Changer for Tomorrow...

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We Followed Economics – but with a difference…

The Experience Economy - By Joseph Pine & James Gilmore

Experience - - → **Transformation**

Stage

Services

Deliver

Goods

Make

Commodities

Extract

As goods and services become commoditized,

the customer **Experiences** that companies

create will matter the most
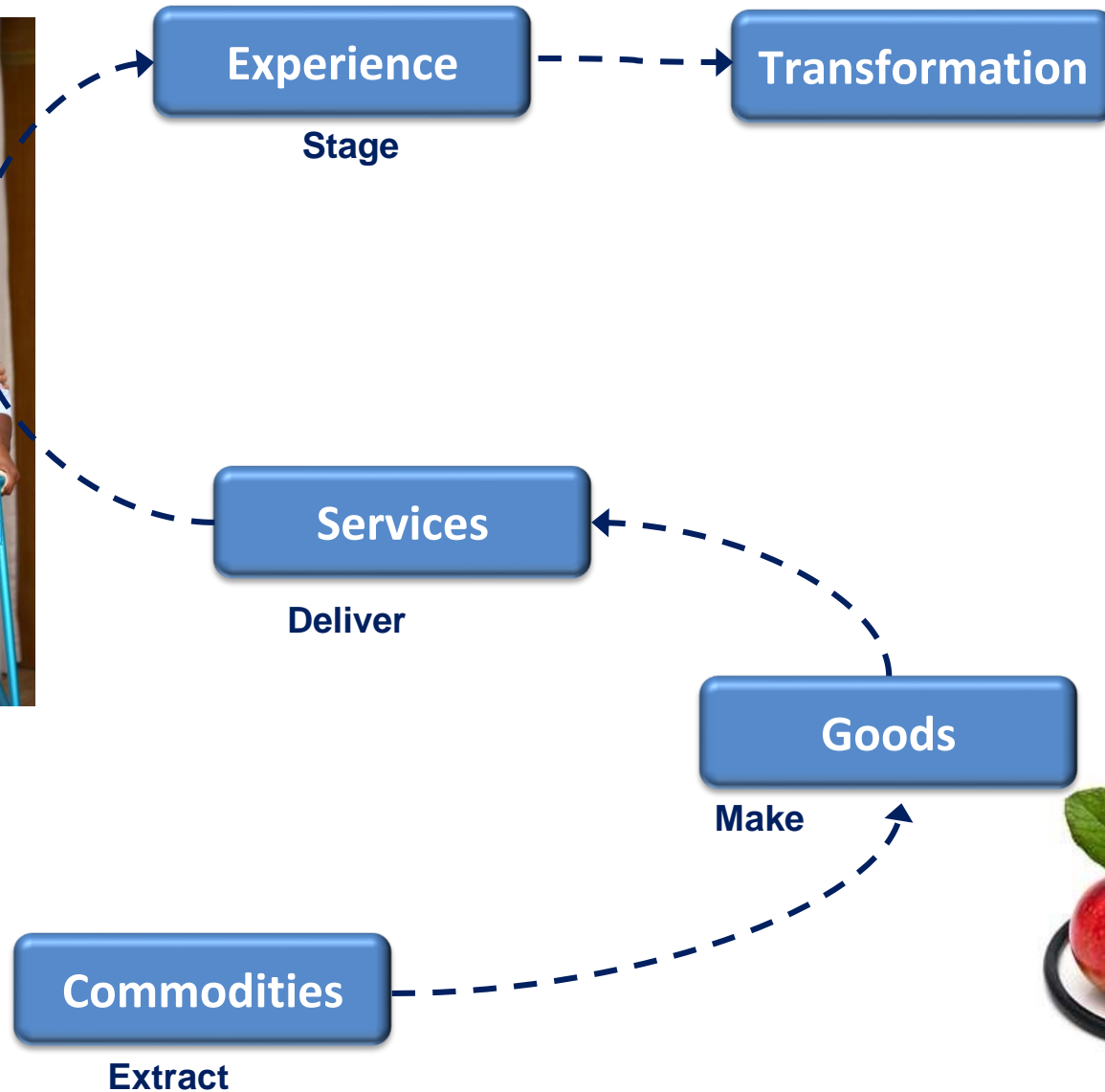
Commodities are:
FUNGIBLE/ TANGIBLE

Experiences are:
INTANGIBLE/ MEMORABLE
since they are personal and
individualized

We are in the same sector as Disney

Offering a different **Experience**

Disney: Meeting the emotional needs of a family to have fun together

Hospitals: Meeting the emotional needs of a family going through fear, pain and even tragedy together

"A hospital without compassion is like Disney without fun" !!

Bottle Necks in Nursing Experience
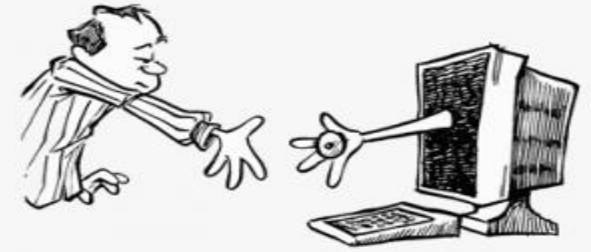
Patient feedback showed a glaring issue of Delayed Response time to Call Bell	Nurses always burdened with Non-Nursing or Non-Clinical tasks	Direct patient care getting affected. NPS score and Employee satisfaction also getting affected

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touching lives

Dial 77

- One integrated platform for capturing non clinical patient requests that can be tracked real time

- One touch button for all Non Clinical Needs

- User friendly application

- Accessible from desktops to mobile phones

- Request could be entered by any employee of the Hospital

Dial-77

In-Patient In-Room Non-Clinical Service Request Management System
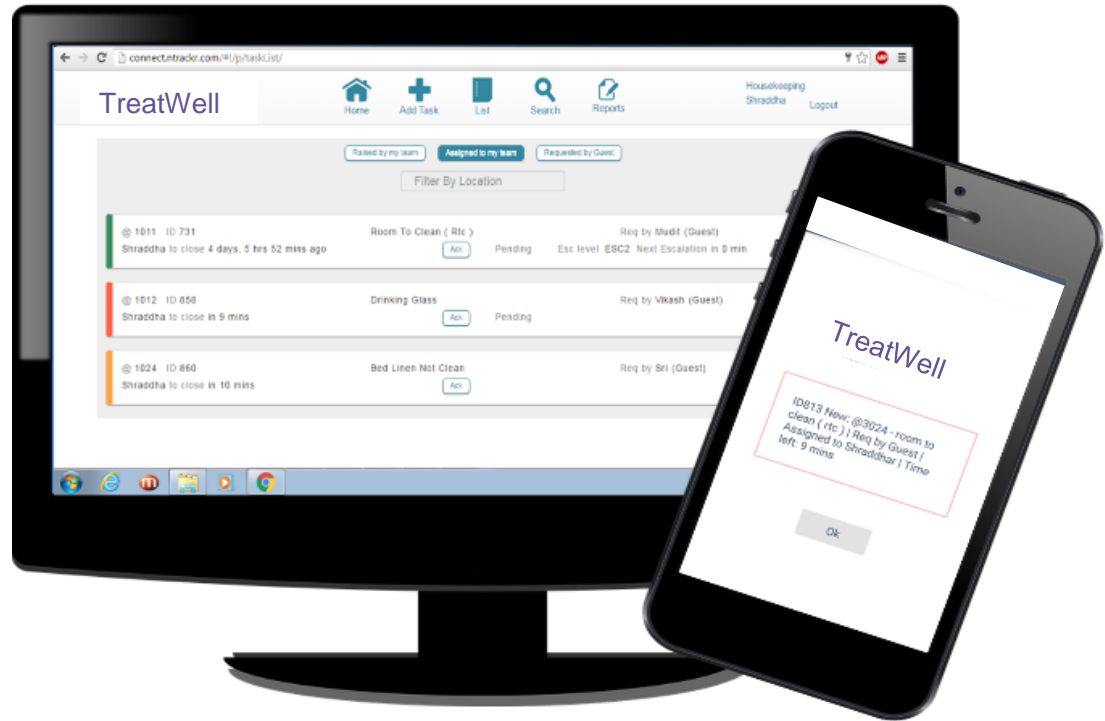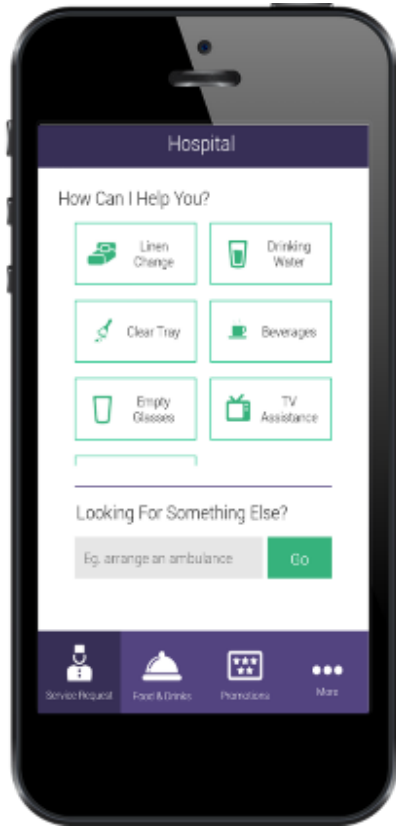
improve patient satisfaction & drive operational efficiency

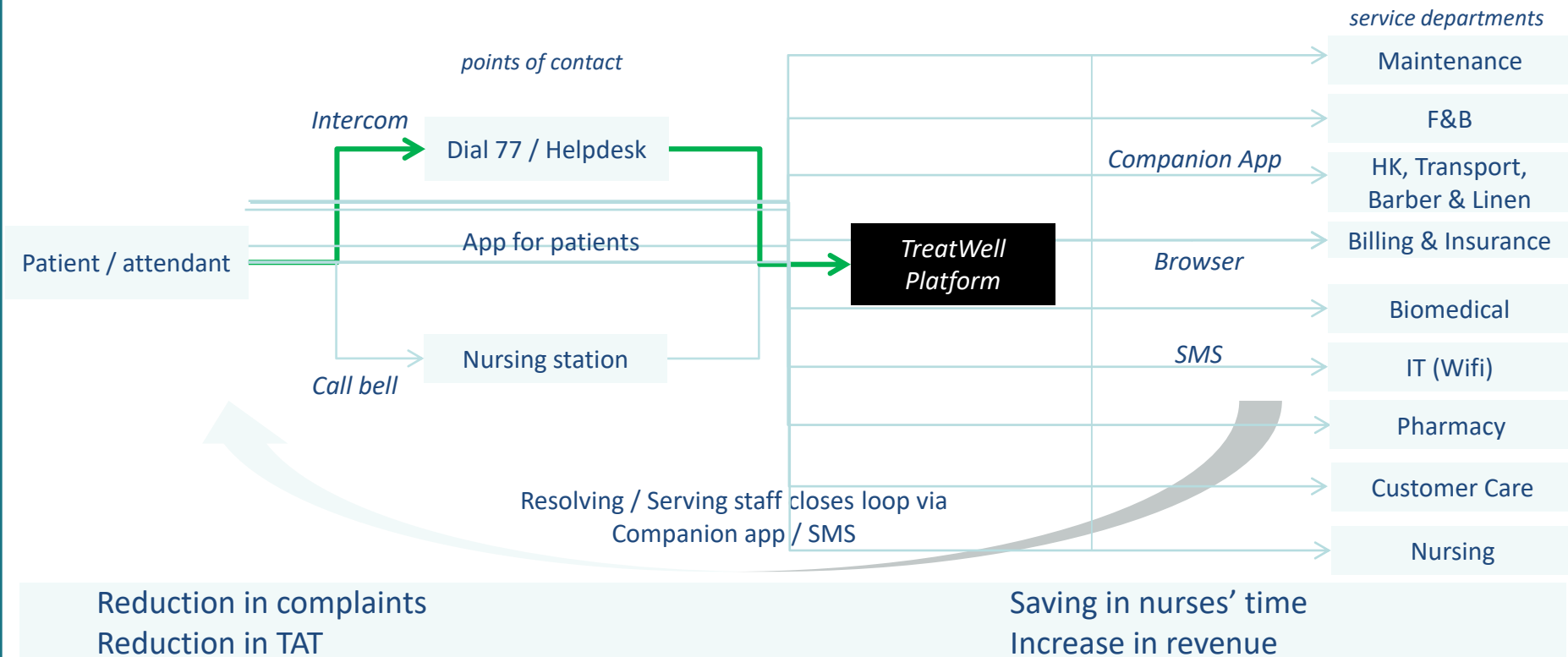Apollo Hospitals GROUP
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How does 77 work??

- Patients & Attenders were educated during the time of admission

- A separate help desk was created which would take all Patient calls with regards to Dial-77

- Entire staff was trained on the usage of Dial-77

- Auto generated reports were made available on a daily basis

Solution: Platform for guests, staff & management ensuring smooth service delivery and experience, thus improving Patient Satisfaction Index

service departments

points of contact

Intercom

Patient / attendant

Dial 77 / Helpdesk

App for patients

Nursing station

Call bell

TreatWell Platform

Companion App

Browser

SMS

Resolving / Serving staff closes loop via Companion app / SMS

Maintenance

F&B

HK, Transport, Barber & Linen

Billing & Insurance

Biomedical

IT (Wifi)

Pharmacy

Customer Care

Nursing

Reduction in complaints
Reduction in TAT

Saving in nurses' time
Increase in revenue

Dial 77 @ Apollo Delhi

ensuring smooth service delivery & experience, thus improving Patient Satisfaction Index

45000+

Monthly Service requests

MoM Over all service level consistent at 93% - 94%

Rendering 365x24x7 Services

Departments HK, E&M, F&B, BME, Pharmacy, IT, Billing, Customer Care

All Engineering HK and F&B requests are mapped in Dial 77 software

~65% nursing bandwidth free

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DIAL 77

- When a service is offered at the right time, the probability of taking the Service by the customer becomes high

- Increased accountability

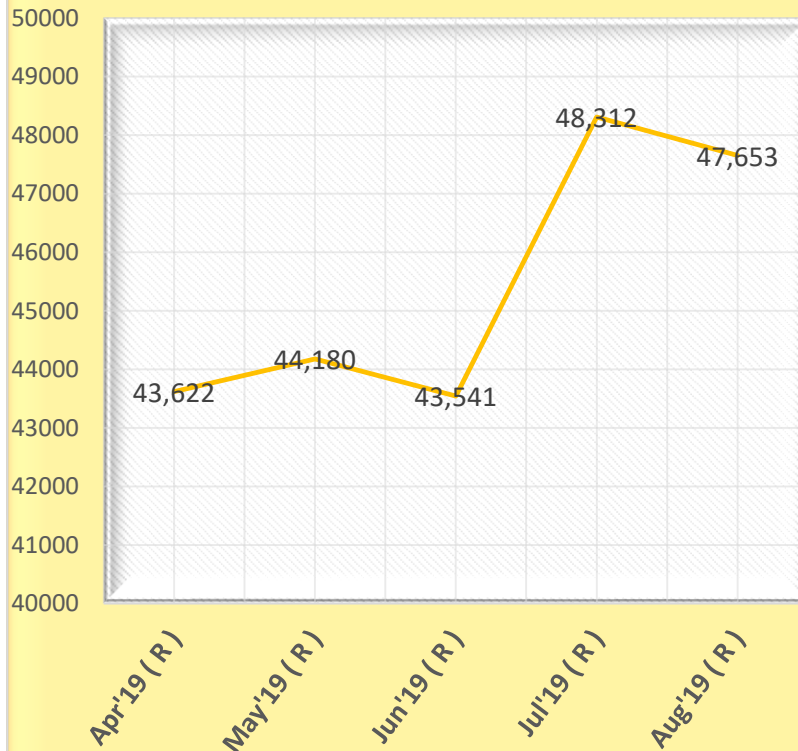- Helped us to improve Service Levels for Food & Beverage requests
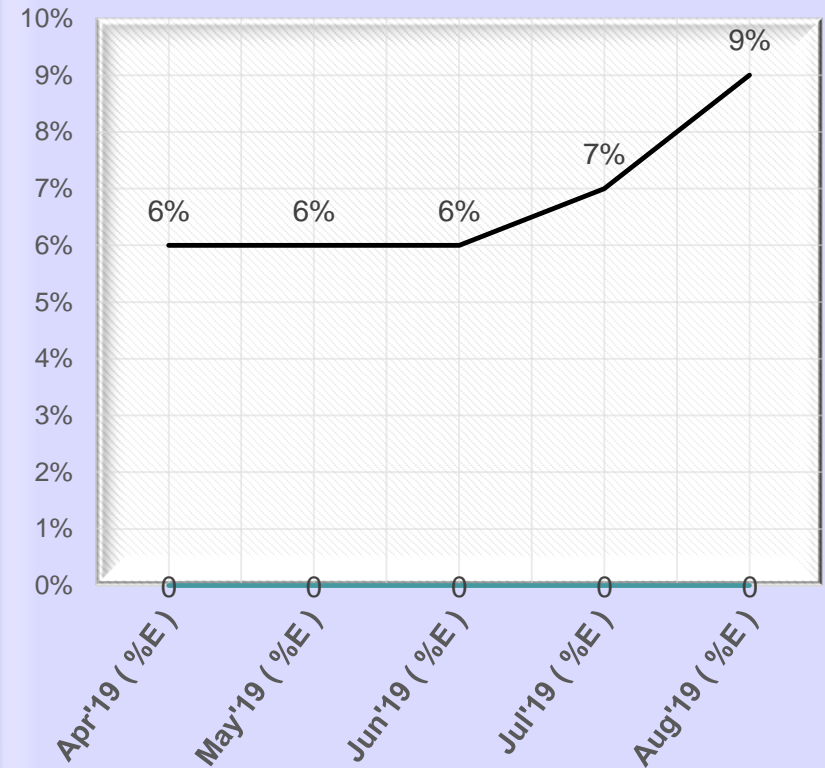
contact our helpdesk

Apollo Delhi Trends of Requests & Escalations

Daily Email Report

Dear Team,

Apollo Delhi TreatWell Daily Service Dashboard 27 Sep from TreatWell:

1. Department wise count of requests and escalations

| Date	Yesterday			Sep'19 (till date)		
Department	Raised	Escalated	% Esc	Raised	Escalated	% Esc
Housekeeping Department	1116	40	4%	28103	1232	4%
Engg And Maint Department	300	35	12%	8274	611	7%
FnB	68	0	0%	1817	5	0%
Ip Department	23	7	30%	839	320	38%
Engg - Work Request	0	0	0%	832	60	7%
IT	25	18	72%	683	571	84%
Billing / Insurance	22	11	50%	632	376	59%
Pharmacy Department	7	0	0%	358	25	7%
Bio Medical Department	10	0	0%	301	29	10%
Clinical Care Department	9	1	11%	220	10	5%
Transporter Department	0	0	0%	16	1	6%
Nursing Department	0	0	0%	4	1	25%
Ot Department	0	0	0%	1	1	100%
Customer Care Department	0	0	0%	1	1	100%
Purchase Department	0	0	0%	0	0	0%
Grand Total	**1580**	**112**	**7%**	**42081**	**3243**	**8%**

RESULTS

- Nursing Call Bell response Excellent scores have moved from 47% to 66%

- Reduction of 65% time in non-nursing activities

- NPS 60% to 65%

- Employee's Satisfaction 89% to 91%

- 20% growth in beverage orders and

- 30% growth in Food orders

Dial 30 - Comparative Score card

| S.No.	Hospital	Aug'19			July'19			June'19		
		Raised	Escalated	% Esc	Raised	Escalated	% Esc	Raised	Escalated	% Esc
1	Apollo Delhi	47,653	4,137	9%	48,312	3,603	7%	43,541	2,723	6%
2	Apollo Mumbai	24,853	599	2%	21,423	656	3%	14,912	330	2%
3	Apollo Chennai	13,686	967	7%	10,957	883	8%	11,711	960	8%
4	Apollo Ahmedabad	12,572	363	3%	10,903	344	3%	10,607	465	4%
5	Apollo B.g.road, Bangalore	9,346	179	2%	8,713	167	2%	6,953	117	2%
6	Apollo Kolkata	9,076	762	8%	9,156	622	7%	9,044	638	7%
7	Apollo Nellore	8,719	1,142	13%	8,513	1,042	12%	8,090	1,418	18%
8	Apollo Fmh	8,372	135	2%	8,430	220	3%	8,608	161	2%
9	Apollo Vanagaram, Chennai	7,976	57	1%	7,291	58	1%	5,668	58	1%
10	Apollo Madurai	7,595	78	1%	7,373	107	1%	7,773	75	1%
11	Apollo Bilaspur	6,718	703	10%	6,351	701	11%	5,573	608	11%
12	Apollo Sheshadripuram Blr	6,669	373	6%	6,475	445	7%	5,838	378	6%
13	Apollo Jubilee Hills, Hyderabad	6,623	1,822	28%	6,800	1,978	29%	4,975	1,525	31%
14	Apollo Children	6,440	192	3%	3,932	428	11%	3,131	810	26%
15	Apollo Trichy	6,340	934	15%	6,790	620	9%	5,972	433	7%
16	Apollo Mysore	5,717	175	3%	5,885	252	4%	1,252	23	2%
17	Apollo Jayanagar	5,561	183	3%	6,356	132	2%	5,397	133	2%
18	Apollo Guwahati	4,210	531	13%	4,537	756	17%	4,708	779	17%
19	Apollo Omr	4,071	62	2%	3,746	58	2%	3,704	51	1%
20	Apollo Medics	3,605	186	5%	2,685	231	9%	1,950	326	0
21	Apollo Teynampet, Chennai	3,266	204	6%	4,645	194	4%	1,756	111	6%
22	Apollo Women's	2,992	57	2%	1,949	317	16%	1,197	360	30%
23	Apollo Proton Cancer Center	2,947	737	25%						
24	Apollo Vizag	2,427	665	27%	2,320	713	31%	1,459	357	24%
25	Apollo Indore	936	196	21%	1,228	227	18%	961	200	21%
26	Apollo Nashik	743	151	20%	843	180	21%	979	201	21%
	Total	2,19,113	15,439	7%	2,05,613	14,934	7%	1,75,759	13,240	8%

SUSTAINABILITY
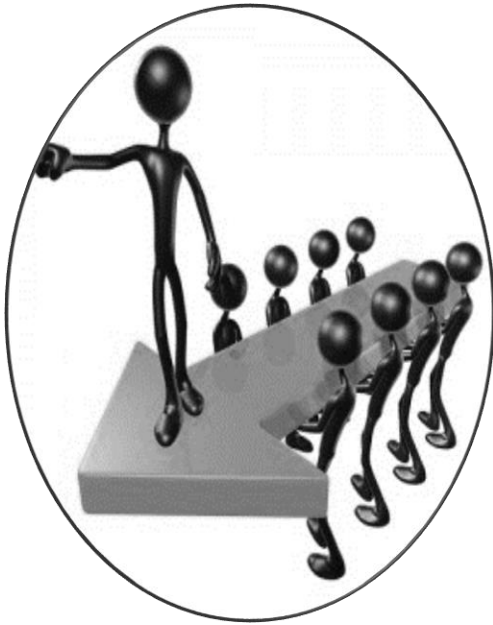
Actively promoted and reviewed by
Senior Management

Friendly user-interface ensures quick **acceptance** from stakeholders
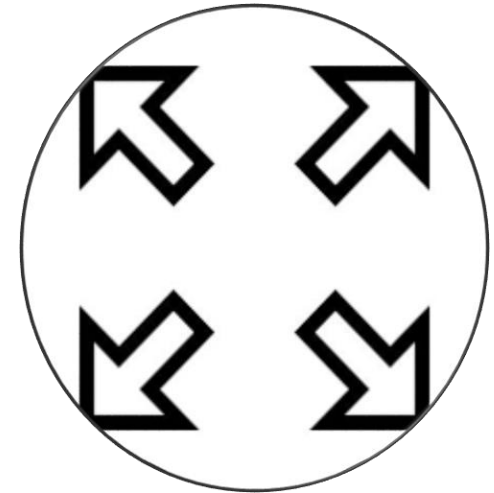
Large scale acceptance and implementation- **across Apollo Group**

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