

Improve Customer Experience with West Central Entrance

SCHD Quality Improvement Training, 2010-2011

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PLAN

Identify an opportunity and Plan for Improvement

1. Getting Started

West Central Customers and Providers made informal comments about the entrance to the clinic being very difficult to navigate and understand what they were supposed to do.

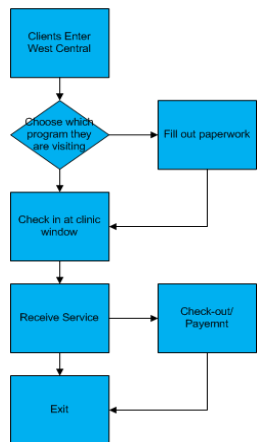
2. Assemble The Team

Team was assembled and met to begin the planning process.

AIM STATEMENT – By January 2011, increase client's ability to successfully navigate the West Central Clinic, upon entrance by measuring survey results.

3. Examine the Current Approach

Current approach is that signs are posted but very limited and are often covered when customers enter the clinic. At peak times and when staffing allows, a staff member will great customers to help them to the appropriate location.



4. Identify Potential Solutions

The following were all identified as possible solutions:

- Status quo
- Change/add signage
- Play video on a loop to give directions
- Rearrange current check-in counters
- Remodel entrance area (add additional entrance/exit doors)

5. Develop an Improvement Theory

Changes that were implemented include:

- Increase and improve the signage in the entrance area
- Change the location of current signage for better visibility

DO

Test the Theory for Improvement

6. Test the Theory

- Collect current customer data via Pre Survey October 25 – Nov12
- Identify and finalize changes that will be made – by November 10
- Implement Changes at W Central – November 15 – 17
- Collect customer data via post survey – November 18 – December 17
- Analyze data and produce final report – December 20 – January 10



Study

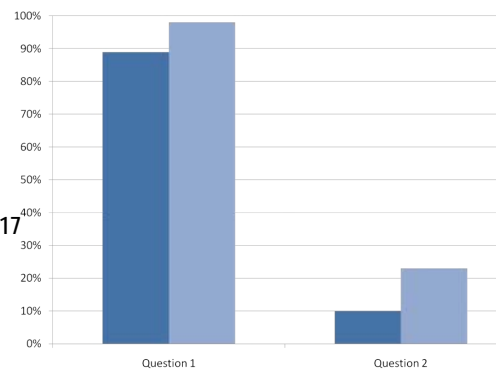
Use Data to Study Results of the Test

7. Study the Results

The results listed on the graph below show a increase in customer satisfaction based on the questions that were asked.

Question 1 - How easy was it to determine where I needed to go once I entered the clinic lobby?

Question 2 - Have you been to the west central clinic in the last 30 days?



ACT

Standardize the Improvement and Establish Future Plans

8. Standardize the Improvement or Develop a New Theory

The changes to the signage at West Central have been made permanent and no future plans for a change have been planned at this time.

9. Establish Future Plans

Continue to evaluate the clinic entrance flow to ensure the best possible outcomes.