

## Case Study- Revitalizing Customer Service Excellence: Jeevak Health Medical Center Challenge

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Jeevak Health Medical Center is a prominent healthcare organization dedicated to delivering comprehensive medical services to individuals and families in our community. Established in 1985, the healthcare service Provider has been at the forefront of healthcare advancements, ensuring that patients receive top-notch medical care in a warm and welcoming environment.

**Mission:** To provide exceptional and compassionate healthcare services, improving the well-being of our community and enhancing the quality of life for all patients.

**Vision:** To be the leading healthcare organization in the region, recognized for excellence in patient care, innovation, and community engagement. The service provider is known for its services offered, patient-centered Approach, and Community Involvement, as mentioned below:

### Services Offered:

- **Primary Care:** Our experienced team of physicians is committed to providing preventive care, managing chronic conditions, and promoting overall wellness.
- **Specialty Care:** Jeevak Health offers specialized medical services in various fields, including cardiology, gastroenterology, neurology, oncology, and more, to address complex medical conditions.
- **Emergency Care:** Our 24/7 emergency department is equipped with state-of-the-art facilities and staffed by skilled medical professionals to handle any medical crisis effectively.
- **Surgical Services:** Our modern operating rooms are staffed by highly qualified surgeons, anesthesiologists, and nurses, ensuring safe and successful surgeries.
- **Diagnostic Imaging:** We provide advanced imaging services, such as MRI, CT scan, X-ray, ultrasound, and mammography, for accurate and timely diagnosis.
- **Laboratory Services:** Our in-house laboratory offers a wide range of tests, providing quick and precise results to aid diagnosis and treatment.
- **Rehabilitation Services:** Our team of physical, occupational, and speech therapists work together to assist patients in their recovery and rehabilitation.

### Patient-Centered Approach:

- **At Jeevak Health,** we place patients at the heart of everything. Our approach is centered on:
- **Compassion:** We understand patients' challenges and strive to provide care with empathy, understanding, and kindness.
- **Accessibility:** Ensuring healthcare services are readily available and accessible to all community members.

- Collaboration: We believe in fostering a collaborative environment among medical professionals to ensure comprehensive and integrated patient care.
- Continuous Improvement: We are dedicated to staying updated with the latest medical advancements and technologies, continually improving our services to improve patient outcomes.

**Community Involvement:**

- Jeevak Health is deeply committed to engaging with the community. We organize health fairs, educational workshops, and wellness programs to promote health awareness and preventive care. Additionally, we collaborate with local organizations to address community health needs effectively.
- Accreditations and Certifications:
  - Jeevak Health Medical Center has received the following accreditations and certifications:
  - Joint Commission Accreditation: Demonstrating our commitment to maintaining high-quality patient care and safety standards.
  - American Heart Association (AHA) Certification: Recognizing our expertise in providing quality cardiovascular care.
  - American Cancer Society (ACS) Recognition: For our comprehensive cancer care services and support programs.

There has recently been a concerning trend in the customer service rating at Jeevak Health Medical Center, as it seems to be decreasing. Despite their longstanding commitment to providing exceptional care, some patients have expressed dissatisfaction with their experiences. The service provider has taken this feedback seriously and is actively investigating the root causes behind this decline. It is dedicated to upholding the highest standards of patient care, and they are implementing measures to address any shortcomings promptly. At Jeevak Health, the conference's CEO said we strive to continuously improve our services and ensure that every patient receives the utmost attention, respect, and support they deserve. Rest assured, we are committed to regaining the trust and satisfaction of our valued patients and will work tirelessly to elevate our customer service rating to its former excellence.

Acknowledging the gravity of the situation, the leadership at Jeevak Health has proactively decided to take immediate action to address the declining customer service levels. After careful analysis and consultation with staff and patients, it was determined that a LEAN Kaizen Event should be implemented to resolve the issue. The LEAN approach emphasizes continuous improvement and eliminating waste to optimize processes, ensuring the best possible outcomes for patients and staff alike.

The LEAN Kaizen Event at Jeevak Health was a collaborative effort involving all departments and staff members, aiming to identify areas of improvement and implement practical solutions to enhance the overall patient experience. Key focus areas include streamlining administrative processes, reducing wait times, improving communication between medical staff and patients, and ensuring a warm and welcoming environment throughout the center.

During the Kaizen Event, employees are encouraged to provide honest feedback, share their insights, and actively participate in brainstorming sessions. By fostering a culture of open communication and teamwork, Jeevak Health aims to harness its workforce's collective knowledge and creativity to devise innovative solutions that resonate with patients' needs.

Furthermore, the Kaizen Event seeks to strengthen training programs for staff members, emphasizing the importance of empathy, effective communication, and patient-centered care. This investment in professional development aims to empower employees to deliver service excellence with genuine compassion.

Jeevak Health's commitment to continuous improvement is evident in its dedication to monitoring customer feedback regularly. Patient satisfaction surveys, feedback forms, and open communication channels are being promoted to ensure the organization remains receptive to evolving patient expectations.

As Jeevak Health Medical Center embarks on this transformative journey, it looks forward to regaining the trust and confidence of its patients. By embracing the principles of LEAN, fostering a culture of collaboration and learning, and placing patients at the center of every decision, Jeevak Health is determined to restore its reputation for exemplary customer service and once again stand out as a beacon of excellence in the healthcare industry.

One week before the highly anticipated LEAN Kaizen Event at Jeevak Health Medical Center, the news of a new manager being hired for the customer service area sent the staff ripples of curiosity and concern. The Event was designed to address the concerning trend in customer service ratings, and the appointment of a new manager added an element of uncertainty to the proceedings.

Vatsal the newly appointed manager with a reputation for being sharp and results-driven. However, some employees noticed signs of passive-aggressive behavior during the early days of his arrival. There was a sense of unease among the staff, wondering how this would affect the dynamics of the Kaizen Event.

The day of the LEAN Kaizen Event finally arrived, and the atmosphere was a mix of excitement and apprehension. Participants from different departments gathered in the conference room, eager to contribute their ideas for improving customer service. Despite the concerns about the new manager's approach, the team remained committed to the Event's objectives and hoped for a positive outcome.

Evaluate ADKAR Change Management Model contributing to the success of individuals experiencing a significant change at Jeevak Health Medical Center

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