

Title– Blending Hospitality with Hospital

Guided by-
Mrs Geetika Goswami

INTRODUCTION

Royale Hayat Hospital, Kuwait attempts to nurture an environment of **empathy, comfort and care** and takes this mission statement very seriously.
The aim is to reduce the patients morbidity (state of mind marked by excessive gloom) while healing them physically. Also providing services that would help reduce the anxiety faced by the family members of the patient.

OBJECTIVE

To present the analysis of patient safety events also known as incidents . Related to hospital.
To present the analysis of patient complaint events also known as complaint logs. Related to hospitality.

RATIONALE

This study envisages to demystify this hospital management style and understand the building blocks of both Hospital (clinical) and Hospitality, in order to increase the overall patient delight. The focus is on –

- ❖ Patient Safety - Service oriented care
- ❖ Hospitality -Patient relationship services
- ❖ Quality management – Accreditation

METHODOLOGY

- Type of study : Descriptive
- Setting : Royale Hayat Hospital, Kuwait
- Data Source: Retrospective Incident Forms and complaint logs collected.

VALUE	LIKELIHOOD	IMPACT	SCALE
1	Unlikely to occur	Negligible impact	Very Low
2	May occur occasionally	Minor impact on time, cost or quality	Low
3	May or may not occur	Notable impact on time, cost or quality	Medium
4	Likely to occur	Substantial impact on time, cost or quality	High
5	Almost certain to occur	Threatens the success of the project	Very High

Low (0-4)
Moderate (5-10)
High (12-25)

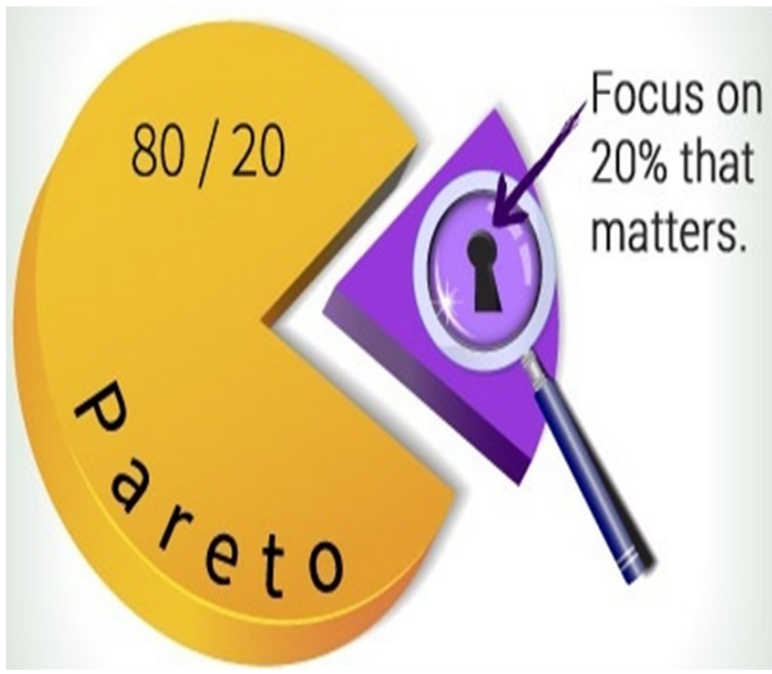
Risk Prioritization Matrix

Multiply the value of the 'LIKELIHOOD' by the 'IMPACT' of the Risk

IMPACT	1	2	3	4	5
5	5	10	15	20	25
4	4	8	12	16	20
3	3	6	9	12	15
2	2	4	6	8	10
1	1	2	3	4	5
LIKELIHOOD	1	2	3	4	5

14

Pareto Principle



Definition - The Pareto principle (also known as the 80/20 rule, the law of the vital few, or the principle of factor sparsity) states that, for many events, **roughly 80% of the effects come from 20% of the causes**.

Royale Hayat implemented this principle to analyse the complaint log.

To begin with they identified and short listed the basic 35 hospital operations domains for which they received the complaints.

When we apply the Pareto principle to this figure of 35 we realise that we would essentially at any given time focus on top 7 most frequently occurring complaints of the operational domains.

These 7 focus areas can be different or same depending upon the data set of the complaint log being analysed.

RECOMMENDATION

It has been observed that in the **incident log** and **complaint log** that there is serious concern with respect to the skill set of the employees in the company.

Hence it is strongly recommended for the HR to fine tune the hiring policy and to look for people with experience in the respective lines of specialization.

Training should also be conducted more frequently on the technical aspects of the specialization in the areas where the maximum adverse events occur.

FISHBONE – Cause and Effect

