Camelot ITLab
Innovative Technologies Lab

Universitätsspital Basel

Patient feedback as an opportunity

Digitizing the feedback process at the University Hospital of Basel with the SAP Service Cloud

SAP

"By introducing the SAP Service Cloud, Camelot ITLab enabled our quality management to become a lot more digital. The central management of patient feedback has made a lasting step towards increasing patient satisfaction."

Thomas Wyss,
Head of Digitalization & ICT Administrative Services,
University Hospital Basel

Patient satisfaction is the most important goal

Data protection is the highest good

More than 40 independent clinics

Over 7,000 employees

Continuous process improvement

Modern IT infrastructure

The industry environment

Continuously improving the treatment process in hospitals is not just about the satisfaction of patients and their relatives. It's also about identifying weak points in the process that can lead to serious errors. For this reason, effective quality management is particularly important for clinics. The University Hospital has introduced the SAP Service Cloud to support this essential process. The goal was to digitize existing processes and improve collaboration between the various clinical areas for patient feedback.

The requirements

The project's aim was to create more transparency for all parties involved in the patient feedback process by combining the previous Excel-based record of patient feedback and the Outlook-based system for collaboration between the various disciplines. This system both records feedback and makes the necessary master data available in order to best support the process and provide important information for processing feedback. This facilitates above all the processing of particularly complex cases that involve more than one clinic or department and require coordination between diverse disciplines in order to satisfactorily respond to patient feedback.

The feedback process

In the first step, feedback – both praise and criticism – are recorded manually by central quality management. This allows for organizational efficiency to be increased before additional automated feedback inputs are enabled. Central quality management then coordinates all of the specialist areas required for processing the feedback or simply reports the feedback if no actions are necessary.

Cooperation between the departments and central quality management was optimized with workflows and a status concept in order to minimize previous communication via Outlook and allow for the status of processing to be viewed at a glance. This process is supported by the SAP Service Cloud's reporting functionality.

In addition to the SAP Service Cloud standard, several enhancements were implemented for the University Hospital, which enable the optimized categorization and digitalization of the continuous improvement process (CIP). An option for categorizing feedback was created that enables it to be assigned to one or more departments or professions. This information allows for subsequent evaluations from various perspectives in order to quickly identify actions to be taken.

Likewise, any number of improvement measures can be recorded and planned in order to identify and implement quick wins from feedback. Over the long term, these functions will enable the integration of feedback with other sources and support a continuous improvement process that can use internal and external sources.

SOLUTION APPROACH TO FEEDBACK MANAGEMENT

Ticket process
Classic ticket process from the Service Cloud standard

Categorization
Advanced categorization function for the improved evaluation of feedback

Data protection
Ensuring a concept for the protection of particularly sensitive data

Collaboration
Interdisciplinary collaboration for processing feedback

Analysis
Analysis of data in the system with onboard analytics functions

Integration
Integration with back-end systems for patient and employee data

Data protection and compliance

Patient data is particularly sensitive information that requires special protection. To this end, various solutions were implemented as part of the introduction of the SAP Service Cloud. First, a complex process of authorization serves to provide users only with the information they need to perform their tasks.

In addition, an interface to the patient case data system was created. This enables data to be retrieved without requiring permanent storage in the Cloud. Particularly sensitive data is still securely stored in the back-end systems provided for this purpose, but can be used for processing patient feedback if required.

This will help the University Hospital of Basel live up to its unique responsibility in handling patient data while simultaneously creating the best possible information basis for processing feedback. In order to further optimize the cooperation between central quality management and the various departments and clinics, the SAP standard has been expanded in key areas. This allows for centrally recorded information regarding feedback to be easily forwarded to the various staff in clinics and departments for processing, while protecting sensitive data.

THE RESULTS AT A GLANCE

Continuous improvement of clinical processes and patient satisfaction

SAP Service Cloud provides an important cornerstone for digitizing the patient feedback process

Additional systems from the SAP Customer Experience Portfolio can be used to optimize the processes of referral management and general communication within the hospital

The Companies

University Hospital Basel

University Hospital Basel is one of the leading medical centers in Switzerland with internationally recognized standards. Thanks to our close cooperation with various healthcare partners and the University of Basel, as well as our proximity to leading global life science companies, we are part of an innovative and future-oriented process of knowledge transfer at the highest levels of research, teaching and patient care. Every day, more than 7,000 employees from over 80 countries work for the well-being of our patients – with commitment, passion and the highest professional standards.

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Camelot ITLab GmbH

Camelot Innovative Technologies Lab (Camelot ITLab) is the leading SAP consulting company for digitized value chain management. With more than 20 years of experience, Camelot ITLab supports customers with their digital transformation. Services range from strategic dialog about current challenges in the digital world, to the implementation of new digital solutions. With 1,800 employees worldwide, Camelot ITLab is part of the CAMELOT Group and is committed to customer orientation, innovation, top quality and end-to-end solutions.

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