FIU: Executive MBA

Service Design in Healthcare

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JACKSON NORTH MEDICAL CENTER
Jackson Health System

- Non profit academic health system
- Governed by the Public Health Trust

Constituents:
- Flagship: Jackson Memorial Hospital
- Holtz Children’s Hospital
- Rehabilitation Hospital
- Community Hospitals: Jackson North Medical Center & Jackson South Community Hospital
- Primary, Urgent & Specialty Care Centers
- Long term care facilities
- Correctional Health Services Clinics
- Mental Health facilities
Mission & Values

To build the health of the community by providing a single, high standard or quality care for the residents of Miami-Dade County
Customer Considerations

- Regulatory Bodies (JC)
- Patients
- Community
- Nurses
- Families
- Insurance Companies (Aetna, Humana etc.)
- Employees
- Doctors
- Referring hospitals/clinics
- Policy Makers
- Government (HHS, CMS)
Public Health Trust Considerations

- Fair Market Value
- Competitive bidding
- Inclusion of Small business enterprises
- Delivery of care regardless of ability to pay
- Affordable Prices
Managing Competing Priorities

"Nothing is less productive than to make more efficient what should not be done at all."

-- Peter Drucker
# Service Design: Patient Satisfaction

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<tr>
<th>Physical Evidence</th>
<th>HCAHPs Scores</th>
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<td><strong>Customer Actions</strong></td>
<td>Complete a Hospital Survey after discharge</td>
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<tr>
<td><strong>Onstage</strong></td>
<td>Hourly Rounding, Leadership Rounding, Patient Contracts, Response to call lights, Service Recovery after complaints</td>
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<td><strong>Backstage</strong></td>
<td>Hospital Contracts with Press Gainey/Avatar, Weekly Analysis of Scores</td>
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<td><strong>Support Processes</strong></td>
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Thank you