INTERNAL CUSTOMER SATISFACTION

Dr. Lallu Joseph

Quality Manager & Assoc. GS, CMC Vellore

Secretary General, CAHO

External customers

- External customers are the people that pay for and use the services
- External customers are also known as "clients"
- Internal customers are the company's employees or the stakeholders within the company who are interdependent to complete their jobs.

Internal customers

- An internal customer is anyone who works within the organization or with whom employees or staff interact inside the organization as a part of their regular job or responsibility
- Internal customers are the employees within the organization who are interdependent to complete their jobs.
- They are also called as stakeholders

Internal customers

Internal customers for one another

- Two peers within a team
- Two departments within the organisation
- The organisation and its employees

Why Internal Customer satisfaction

- External customers can vote with their wallet if they aren't satisfied, they won't purchase in the future.
- The more the employees are involved in an organization and satisfied, the better would be the external customer experience and the faster the company will reach its goal and objective.
- It is therefore critical to care about internal customer satisfaction.
- If this simple metric is ignored, every employee will be fighting internal battles just to be productive, and the overall output of company suffers.

How to Manage Internal Customers?

- Feedback
- Taking Action
- Creating Service standard
 - Should establish a clear service standard that will give the employees clear instructions on how things are operated. Every department has to their designated work and standard operating procedure. The SOP ensures that everyone in the company knows what to do and feels valued.
- Acknowledging accomplishment and celebrating success
 - Employees are motivated if acknowledged for their hard work.

Assessing Internal customer satisfaction

Similar methodologies that is being used for Customer satisfaction can be used

- Survey forms
- Interviews
- Email questionnaires
- Telephonic interviews
- Observational

Preferably anonymous feedback mechanism

Examples of Internal customer satisfaction in Hospital

- Clinicians satisfaction with Lab services
- Clinicians satisfaction with Imaging services
- Ward manager/ Nurses satisfaction with Laundry services
- Ward manager/ Nurses satisfaction with CSSD services
- Department satisfaction with the EMR software
- Department satisfaction with the Maintenance Department
- Staff satisfaction Surveys
- User satisfaction with calibration services
- Clinicians satisfaction with the inter-departmental consultation service in wards

Conducting Internal user satisfaction audit

- Identify the frequent users of the department/service
- Call for a audit team meeting comprising of
 - Quality team
 - Representatives from departments
 - Few representatives from user department
 - Decide on the methodology
 - Who need to be surveyed (respondent)
 - What sample size
 - Period of survey
 - Who will analyse and report
 - Questions
- Finalise the questions and get consensus
- Administered by third party (Quality team).

Questionnaire

- Avoid Yes / No
- Preferably likert scale
 - 3 or 5 or 7 point scale
 - Agree: Disagree, Satisfied: Dissatisfied:, Often: Rare, Relaxed: Stressful
- 14-18 questions ideal.
- Questions to cover specific components of the service. Don't completely be technical. Include non-technical as applicable to audit
 - Response to queries, Politeness of the staff, Adherence to PPE etc.
- Provision for remarks if low scoring is given.
- Final question should assess overall satisfaction
- Provision for suggestions and comments
- Respondents name and detail should be optional
- Respondents department could be mandatory

Examples of the Questionnaire



CHRISTIAN MEDICAL COLLEGE VELLORE QUALITY MANAGEMENT CELL



AUDIT ON USER SATISFACTION WITH CSSD SERVICES AT CMC (Please tick appropriately)

S. no		Agree	Neither agree / nor disagree	Disagree	Comments, if any
1	I have adequate CSSD items for use in my ward/area				
2	I am comfortable with collection time of un sterile items by the CSSD attenders				
3	I am comfortable with the delivery time of sterile items from CSSD				
4	The trolley that delivers sterile items is clean				
5	The trolley are smooth and noise free				
	Items delivered by CSSD have • no stains				
6	• no damage				
0	are completely sterile				
	are in working condition				
7	I am satisfied with the packing				
8	Expiry dates are available in all CSSD items				
9	The quantity of items present in dressing packs is adequate and are not wasted once opened				
10	Items are not missing in the packs				
11	The exact number of items sent for sterilization are received back from CSSD (No due)				
12	CSSD attenders wear gloves and masks while handling un-sterile items in my ward/area				
13	CSSD attenders are polite and approachable				

S. no		Agree	Neither agree / nor disagree	Disagree	Comments, if any
14	Office staff in CSSD respond to queries promptly				
15	CSSD is innovative and updates to latest technologies/techniques				
16	CSSD provides regular updates on handling items, pre cleaning etc.				
17	I am aware of CSSD practices that are being followed in CMC				
18	I am fully satisfied with the service provided by CSSD				
•••					
			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		



CHRISTIAN MEDICAL COLLEGE VELLORE QUALITY MANAGEMENT CELL



Audit on User Satisfaction of Laundry Services in CMC - 2021

			a	Please tick a	<i>appropriate</i>	ly)
S. No		Criteria	Agree	Neither agree nor disagree	Disagree	Not Appli- cable
1	I am comfortable with the Laundry attended	with the collection time of dirty linen by lers				
2	I am comfortable v from Laundry	with the delivery time of washed linen				
3	The trolleys that d	eliver the washed linen are clean				
4	The trolleys are sn	nooth and noise free				
5	Laundry attenders dirty linen in my v	wear gloves and masks while handling ward/ area				
6	Laundry attenders	are polite and approachable				
7	Office staff in Lau	ndry respond to queries promptly				
8		regular updates (e.g. on pre-washing, otion stained linen etc.)				
9	I am fully satisfied	with the service provided by Laundry				
		,	Alway	s Of	ten	Never
		a) Are stain free				
		b) Are clean				
		c) Are completely dry				
10	Linen delivered by Laundry	d) Are not damaged/torn				
		e) Have all the ties of gowns intact			Disagree App cab	
		f) Are not mixed-up				
		g) Are folded properly				
11	Linen dues from	Exact number sent for washing are received back from Laundry (i.e. no dues pending)				
	Laundry	b) Dues, if any, are replaced the very next day				

Suggestions/ Comme	nts:
Name	:
Ward / Department*	:
Designation	I
Signature	1



CHRISTIAN MEDICAL COLLEGE VELLORE QUALITY MANAGEMENT CELL



Signature

Audit on User Satisfaction of Radiology Department in CMC - 2021

QUESTIONNAIRE		Agree	Neutral	Disagree	Comments (If any)
	OFFICE STAFF/TECHNICAL STAFF	20.50		0.000	000 A00
1	Staff answer telephone enquiries promptly		13	N. C.	
	Staff are polite and helpful		50	. (4 1	
	SERVICES				
2	Appointment are available within the acceptable time for routine cases				
	a. X-ray) (
	b. CT scan				
	c. MRI				
	d. Ultrasound				
	e. Colour Doppler				
	f. IVU) () (6	
3	Emergency services are available on time				
4	Reports are available on time (TAT) for routine cases				
	a. X-ray (if requested, within 48 hours)		5	.5	
	b. CT scan (6-48 hours)		36		
	c. MRI (6-48 hours)				
	d. Ultrasound (6-24 hours)				
	e. Colour Doppler (6-24 hours)				
	f. IVU (6-24 hours)			0	
5	Reports are available on time (TAT) for emergency cases (30 min – 2 hours) preliminary report		De .		
6	The image intensifier services in theatre are satisfactory				
7	The portable radiographers are done on time				
	RESULTS/REPORT		13 26	8	
8	Critical results are informed to the ward/unit promptly				

	QUESTIONNAIRE	Agree	Neutral	Disagree	Comments (If any)
9	Images provided are of good quality	Q1 (2)		(4) A	
10	Reports are reliable	D.			
11	The radiologists,				
11	a. Are always available for consultation / queries			2.5	
9	b. Responds to the queries politely	5)			
	c. Able to give help us in interpreting unusual reports	123	l e	8	
	d. Significant amendments in the finalized reports are inform	ned		67 49	
	COST AND SATISFACTION				
	The cost of the radiology procedures is reasonable			0	
13	Radiology department is innovative and updates to latest technologies / techniques				
14	I am satisfied with the services provided by radiology departmen	t			
lame	1				
nit /	Department :				
Designation :					



CHRISTIAN MEDICAL COLLEGE VELLORE QUALITY MANAGEMENT CELL



Clinicians Satisfaction with Clinical Virology Services at CMC (Please tick appropriately)

Description	Agree	Neither agree nor disagree	Disagree
Primary sample collection manual is easily accessible		12	
Content of the primary sample collection manual is comprehensive	8	(4)	2:
Primary sample collection manual requires modification	10		
Scope of tests fulfill patient care			
Online test selection is easy and convenient	10		
Test requisition forms are always available at the ward			
Test requisition forms requires modification			
Periodic assessment of sample volume is required for testing			
Appropriate sample collection containers are available at the ward	2	2	Žį.
Special containers for CD4 testing, molecular tests and viral culture are issued from the department for special tests is convenient for patients	10		
Sample collection facility at the department for special tests is convenient for patients	¥	×.	25
Sample transportation containers are always available			
Sample transportation is easy and convenient	1.5	1.5	
Uncertainly of measurement of quantitative test results commensurate with clinical need	13	55	
Result are consistent with patient symptoms			
Results fulfill the intended clinical purpose of testing			
Aware of quality control procedures and quality assurance program of virology			
Results			
Results are reported without delay	8	(a)	že.
Results are reported accurately and clearly	22	22	20
Report attributes are adequate and communicated effectively		(Q	24
Report content is clear and adequate		1.5	
Cautionary/explanatory notes commensurate with test significance	13		

y	200	100	72
Interpretative com	ments are adequate to clinical need		
Advisory services	commensurate with clinical need	2.5	
Turnaround time	of the assays are adequate	2.5	
Periodicity of the	tests are optimum		
Revised reports as clinicians	re not amended without informing the	100	
Record of revised	reports are maintained well	48	
Labor	atory information system		
Report/data retrie	val is effective		64
Storage of data is	safe against tempering or loss		55
Integrity of data/i	nformation is adequate		54
	Staff		
Courteous			66
Communication is	s clear		64
Responsiveness(w	villingness to resolve problems)		
Confidentiality of	test results are maintained well	44	De .
	Costing		
The price of labor	atory tests is reasonable	10	
Additional Feedbac	ik	500	Š.
Name (Optional)		22	
Designation	£1	8	
Unit*	5		

Internal customer satisfaction as QIP

- Initial audit- Baseline data
- Identify the areas requiring improvement
 - Use Quality tools
- Implement changes- can be done in phases
- Ensure periodical re-audit.
- Make it an Indicator and see the trend



ACHIEVING CONTINUOUS IMPROVEMENT IN CSSD MANAGEMENT THROUGH PERFORMANCE MEASUREMENTS USING USER SATISFACTION SURVEYS AND INTERVENTIONS

CHRISTIAN MEDICAL COLLEGE VELLORE

Christian Medical College Vellore



CMC Statistics					
Outpatients	9250				
Operations	185				
Births	55				
Radiological Tests	2405				
Number of Beds	2999				
Bed Occupancy	78%				

Introduction

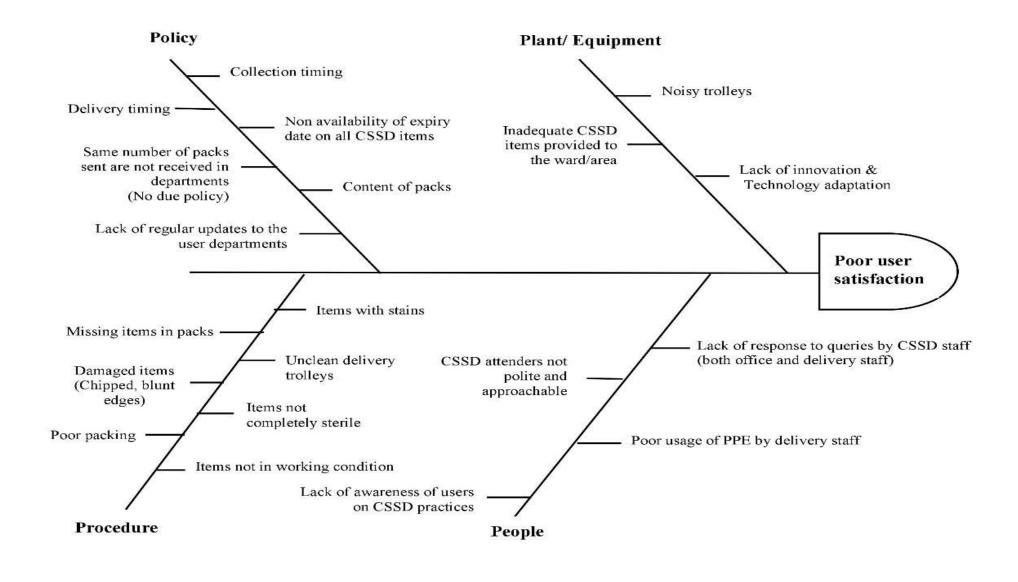
- CSSD started in 1972 for suppling sterile items to 7 wards.
- Currently 151 destinations.
- 2018- CSSD processed 60,38,370 items with daily average of 16,543 packs.

Problem Definition

- NABH pre-assessment in 2010 and also the final assessment in 2011many non-conformances on CSSD practices in CMC.
- Complaints from patients in the patient feedback surveys.
- Poor attitude of CSSD Attendants Complaints from nursing.
- 64.HIC 7a System for sterilisation needs to be strengthened based on the surgical load. At certain points (entrance to main CSSD) there is crisscross of sterile & unsterile items. Dust layers were seen in the clean area of CSSD. Plastic drums with empty bottles for recycling contained used syringes, capped needles, masks etc.
- 65. HIC.7.c. No recall procedure exists in the CSSD. The details of where a particular batch of sterilised items has been distributed in the OT complex cannot be tracked. Batch No is not put on any of the sterilised packs in CSSD. Date of sterilisation, date of expiry is not mentioned in many of the sterilised packs in CSSD.

Problem Diagnosis

- Multidisciplinary group formed in 2012
- Brainstorming session doctors, nurses, administrators, quality team and engineers



Problem Diagnosis

- Baseline user satisfaction survey on CSSD initiated by the group in 2012
- The questionnaire had 20 statements in a 5-point scale ranging from strongly agree to strongly disagree
- Respondents- Charge nurses of the wards (About 117 in 2012)

1	I have adequate CSSD items for use in my ward/ area	91
2	I am comfortable with collection time of unsterile items	83
3	I am comfortable with the delivery time of sterile items from CSSD	90
4	The trolley that delivers sterile items is clean	93
5	The trolley are smooth and noise free	28
6	Items delivered by CSSD have no stains	78
7	Items delivered by CSSD have no damage	61
8	Items delivered by CSSD have are completely sterile	80
9	Items delivered by CSSD have are in working condition	52
10	I am satisfied with the packing	77

11	Expiry dates are available in all CSSD items	92
12	The quantity of items present is adequate and are not wasted	73
13	Items are not missing in the packs	40
14	The exact number of items sent for sterilization are received back	20
15	CSSD attenders wear PPE while handling unsterile items	9
16	CSSD attenders are polite and approachable	52
17	Office staff in CSSD respond to queries promptly	78
18	CSSD is innovative and updates to latest technologies/techniques	60
19	CSSD provides regular updates on handling items, pre cleaning etc.	47
20	I am aware of CSSD practices that are being followed in CMC	95

21. I am fully satisfied with the service provided by CSSD – 54%

Vital (<50%)

- Noisy trolleys
- Missing items
- No dues
- PPE by attendants
- Regular update from CSSD

Essential (50-80%)

- Stains
- Damages
- Items not in working condition
- Packaging
- Adequate items without wastage
- Polite & approachable attendants
- CSSD response to queries
- Updating & Innovation in CSSD

Desirable (>80%)

- Adequate items
- Collection time
- Delivery time

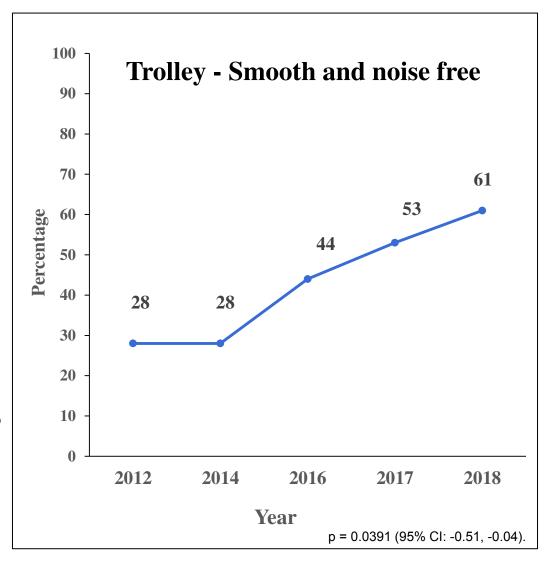
- Clean trolleys
- Sterile items
- Expiry date on packs
- Awareness

Continuous Monitoring

- QMC kept track of all the changes and modifications done as per the recommendations
- Similar surveys in 2012, 2014, 2016, 2017 and 2018.

Problem Remedy 1: Noisy Trolleys

- Joint meeting with MED.
- Proposed to change wheels from nylon to heavy duty polyethylene in 2012. Gradually completed in 2014.
- Stainless steel body to corrosion free aluminum alloy folded body. Central rib structure to reduce vibration
- Trial trolley- gradually all trolleys refabricated- 2016 and 2018
- 2018- Bearings provided between the wheels to provide floor protection and facilitate smooth movement



Problem Remedy 2&3: Missing items & no dues

Instruments found missing in packs.

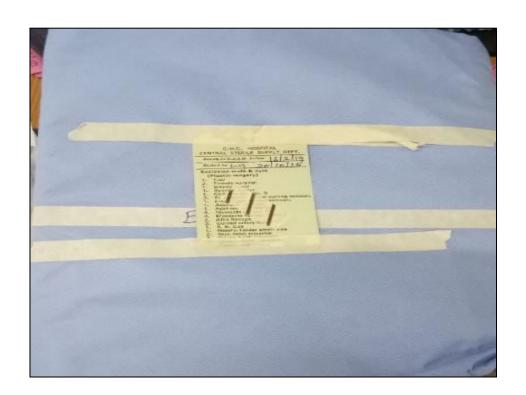
Exact number of packs sent for sterilization not received back.

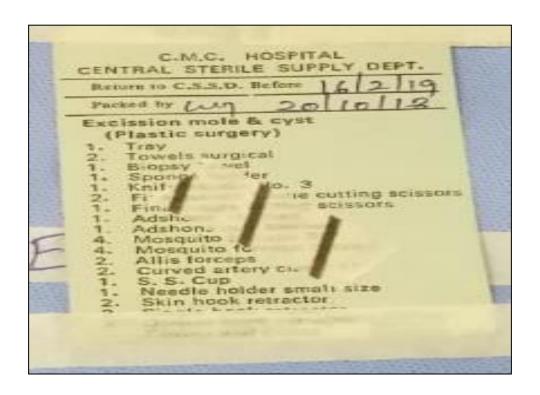
Root cause analysis

- No proper checking of instruments before packing.
- Not enough instruments to manage increase of load.
- Improper handling resulting in damages.
- Too many items in the pack which were not customized to the procedure

Reflected on three essential parameters - damages, items not in working condition and adequate items without wastage

- Double-checking introduced at the packing area. Checklist, with items names for each pack
- User feedback on items not missing improved from 40% in 2012 to 52% in 2018.

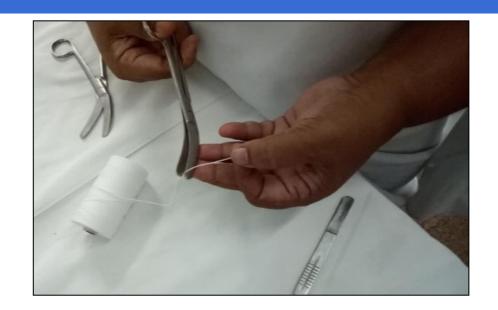


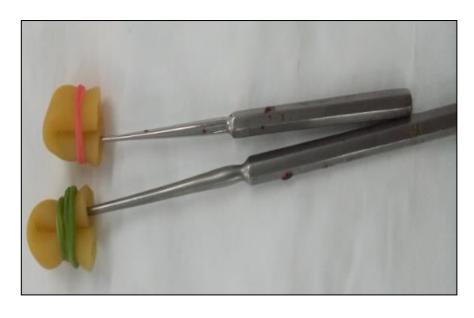


- Buffer stock in wards and in CSSD were increased
- The number of dues was made as an indicator for CSSD and continuously monitored

S.NO	ITEMS	2015	2016	2017	2018
1.	PER MONTH	143	61	14	6
2.	PER YEAR	1716	732	168	72

- Inspection table at the packing area, physical check on working condition of each item introduced.
- Scissors are checked by cutting threads, sharp items are protected with tip protectors.
- New protocol- end users to send damaged items separately labelled as not working.

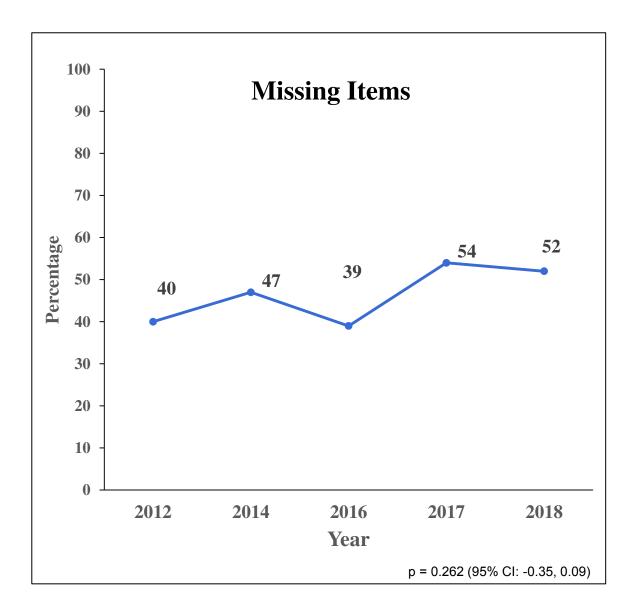


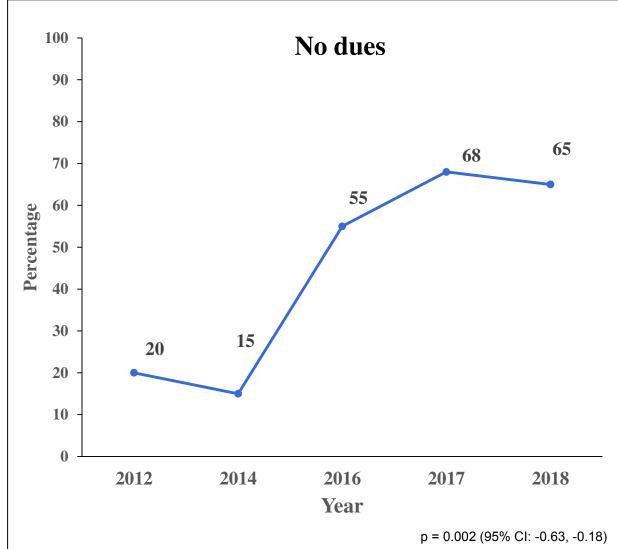


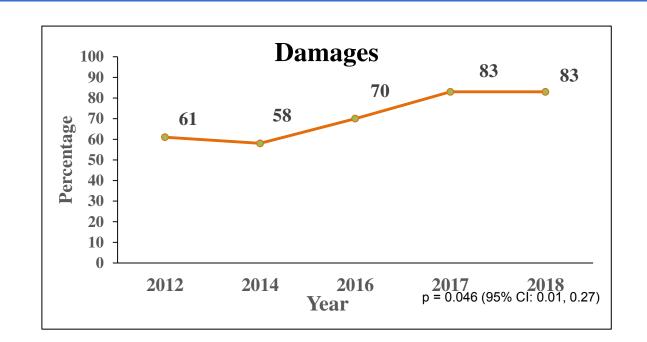
- Wastage of items due to usage of drums.
- Single use disposable packs for consumables like cotton balls, dressing pads.
- Custom made sets in discussion with users- Small suture pack, catheter insertion set for dialysis etc.

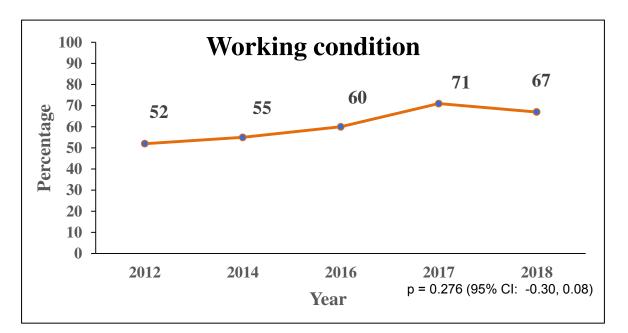


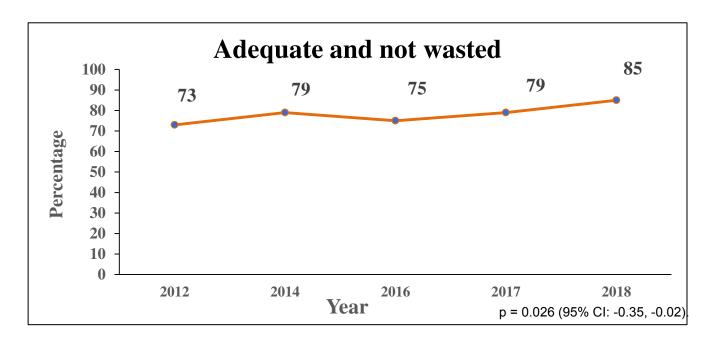












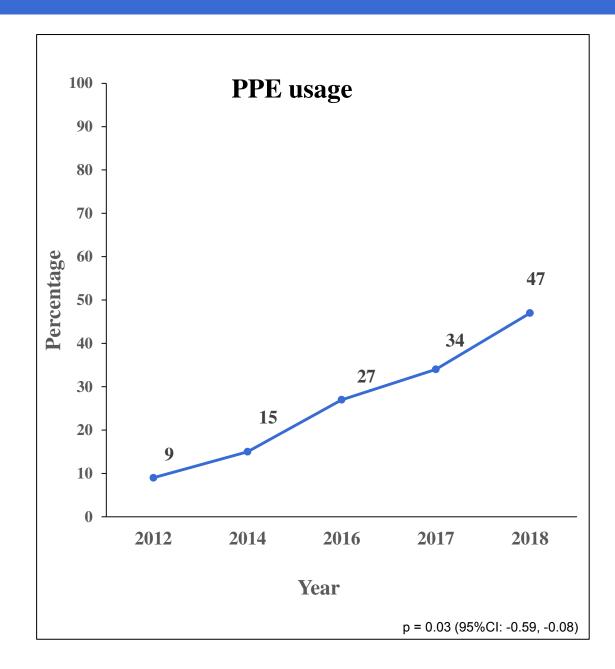
Problem Remedy 4: Usage of PPE by Attenders

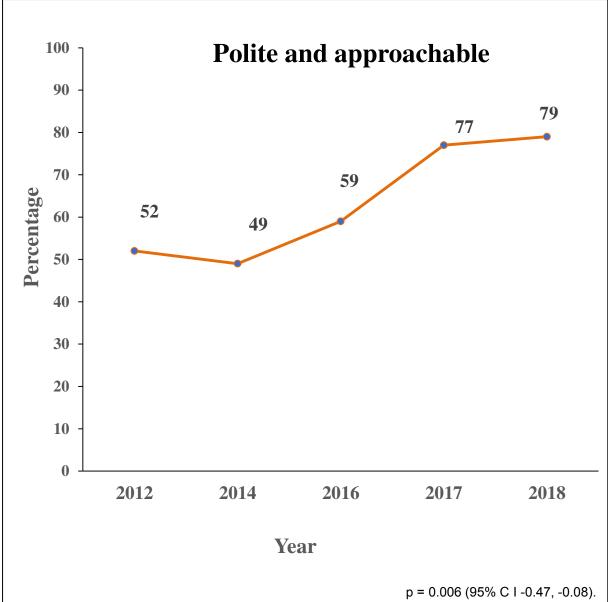
Reflected on one essential parameter – attitude and behaviour of attenders

- Continuous training- occupational hazards, infection control practices
- Trolleys fabricated with slots for gloves, hand rub for easy access
- Soft skill training and professional etiquettes
- Attenders encouraged to speak out in department meeting.









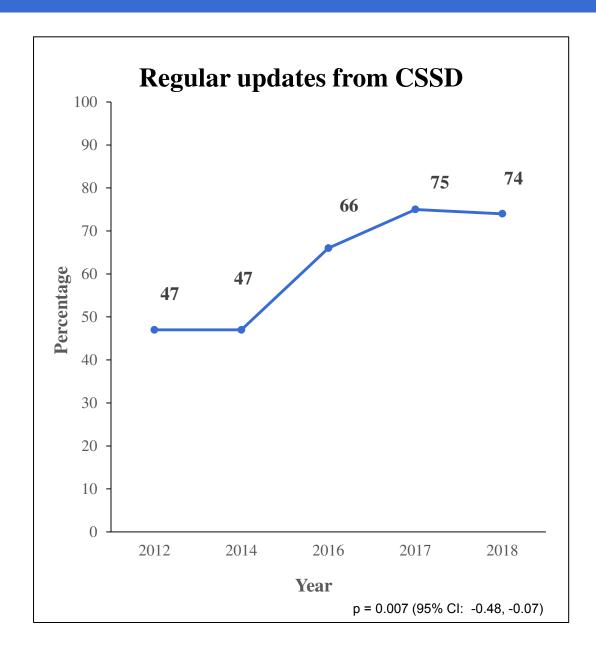
Problem Remedy 5: Regular updates from CSSD

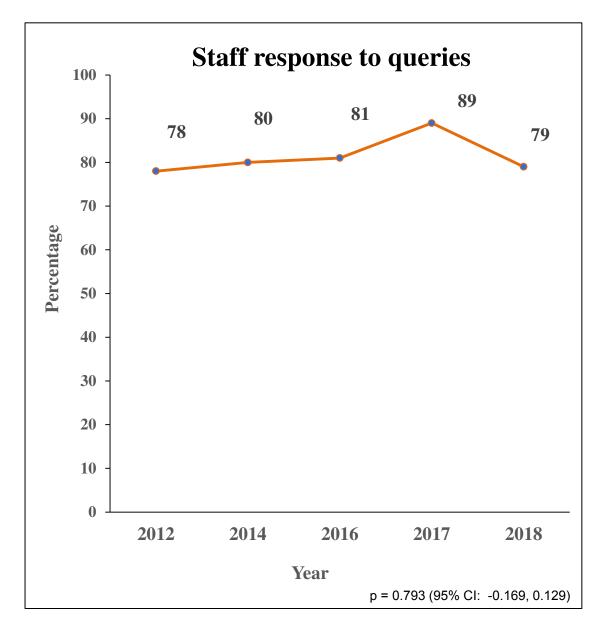
Reflected on two essential parameters

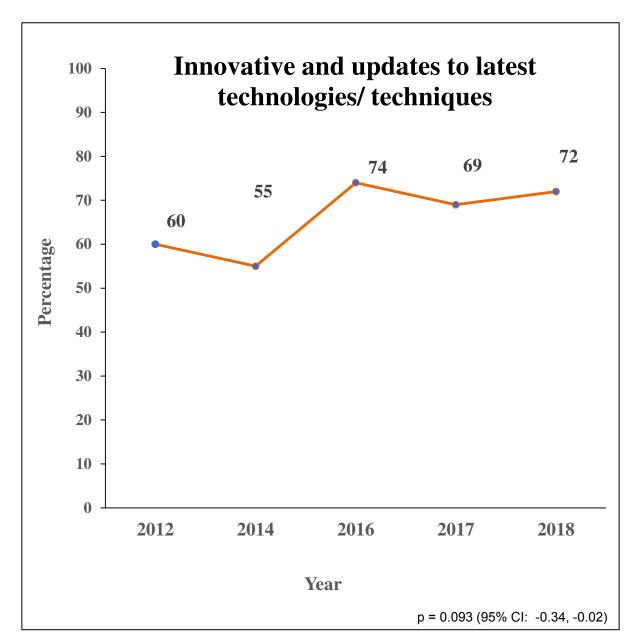
- responding to queries and updating to latest techniques and technology
- CSSD nurse in charge addresses the charge nurses periodically and updates them
- Became a forum for addressing concerns, issues
- CSSD practices included as part of in-service training for nurses
- Procedure manual of CSSD made available in intranet







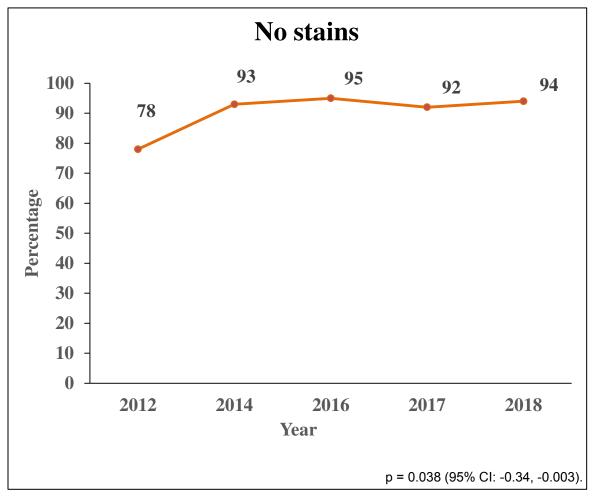








Essential 1: No stains



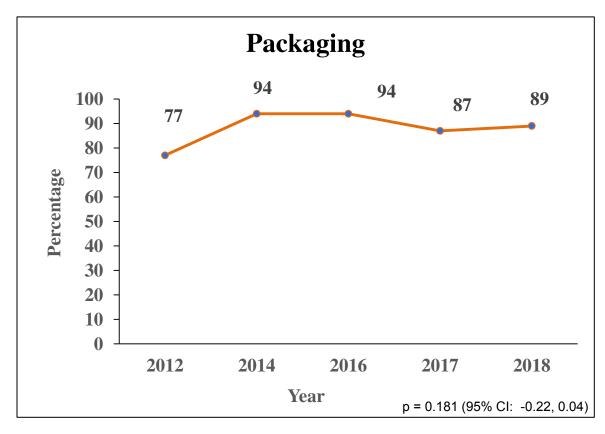








Essential 4: Packaging

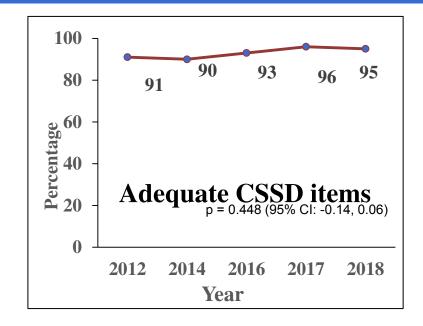


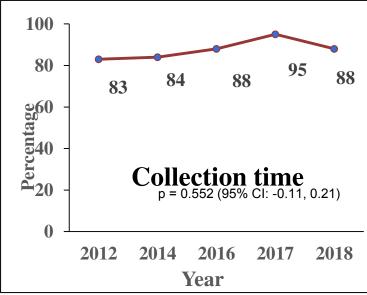
Linen packaging Vs Disposable wrapper (Poly propylene) - Better shelf life, lesser reprocessing.

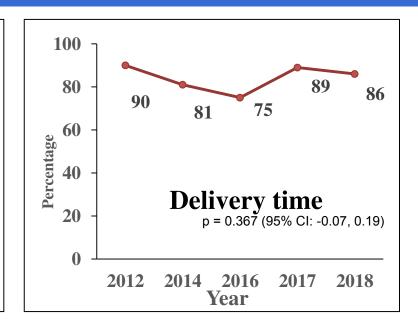


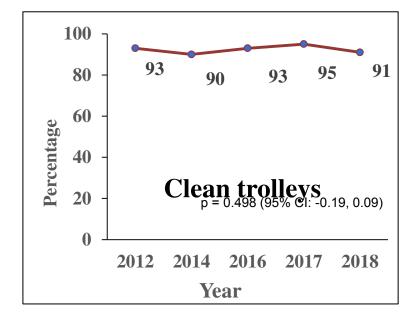


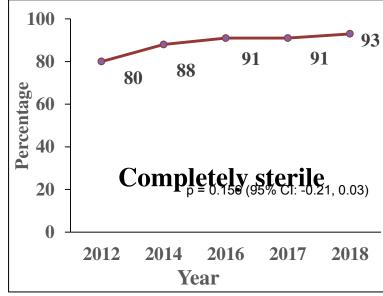


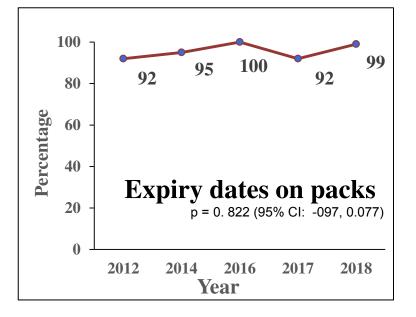




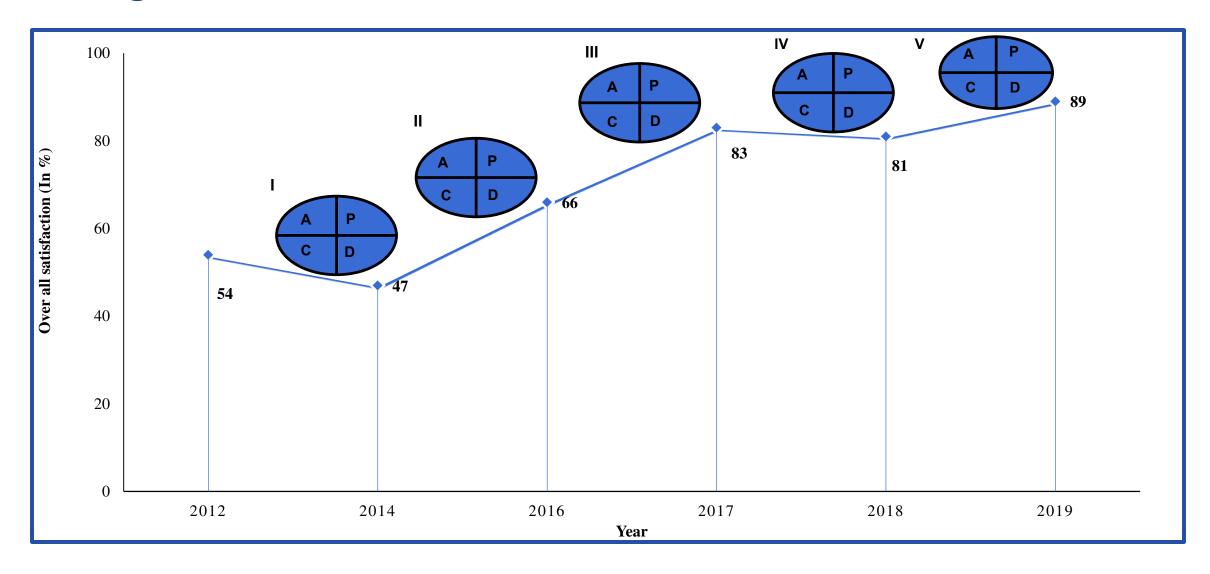








Tangible benefits



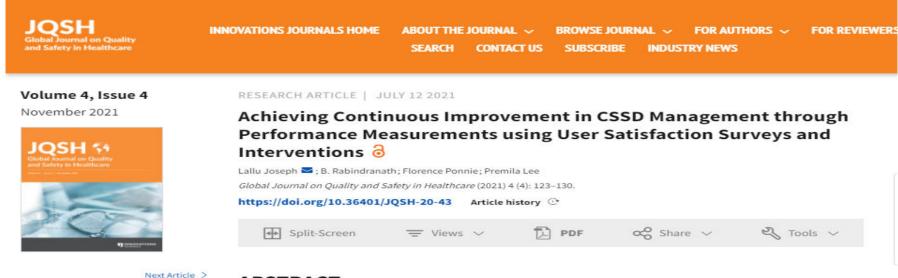
Tangible Results

- Better work management CSSD surrendered 6 Hospital attendants and 3 nurses (CTC – Rs.51,06,000 per year)
- In-house gauze: Rs.2.44 per piece, ready made gauze: Rs.0.77 per piece.
- Staff exposure to occupational respiratory diseases lint and cut gauze particles minimized.

Intangible Results

- Building a strong team
- Culture of openness in CSSD.
- Improvement measures data driven
- Other departments are motivated to understand their user perceptions and improve.

Global Journal on Quality and Safety in Healthcare (JQSH)



Article Contents

ABSTRACT

INTRODUCTION

METHODS

RESULTS

DISCUSSION

CONCLUSION

Competing Interests

References

ABSTRACT

Introduction

The objective of the study was to achieve continuous improvement in Central Sterile Supply Department (CSSD) management through performance measurements using user satisfaction surveys and interventions.

Methods

A brainstorming session was conducted with the multidisciplinary process improvement team in 2012 on the reasons for dissatisfaction with CSSD services. A baseline survey questionnaire was prepared to assess levels of dissatisfaction for key indicators and to establish target benchmarks for improvement. Charge nurses in the wards were chosen as respondents. The report was presented by the Quality Management Cell (QMC) to the steering committee in the presence of the CSSD managers. Solutions and support were offered to the team for improvement. Similar surveys were

PDCA - I 2012- 2014	 Call system to provide extra items beyond regular supplies. Buffer stock enhanced in CSSD. Change of route for collection of unsterile items Change of delivery timing of sterile items Rewash of prewashed items 	 Usage of stain remover for persistent stains Strengthened process controls and additional indicators Cloth packs changed to poly propylene packaging Manual cutting replaced with mechanized cutter Additional phone
PDCA - II 2014- 2016	Separate stock for mass casualty and emergencies Study on pattern of need and stock of instruments increased. Collection trolley numbers increased Strict cleaning protocols for trolley Wheels changed from nylon to heavy duty poly propylene Trial trolley of aluminium alloy folded body and central rib	 Strengthened inspection of items for damages Tip protectors for sharp items 3D bar-coded sticker with packing date, expiry date, staff details. Single use disposable packs Double-checking introduced at the packing area Number of dues made as a quality indicator Reallocation of duties of clerical staff to address queries
PDCA - III 2016- 2017	Frequency of collection increased Trolleys converted to aluminium alloy folded body with central rib Reduced size of trolleys Protocol for users to send damaged items separately Checking of items for identity stickers before dispatch	 Custom made sets in discussion with users Checklist with items for each pack Continuous training of staff on occupational health In-service programs on soft skills and professional etiquettes Large pre-vacuum autoclave with double door Centralized compressed air for cleaning cannulised items
PDCA - IV 2017- 2018	Additional bearings provided to the trolleys Discussion of incidents with frequent department meetings Call logs for accountability and follow up	 Elbow level heat resistant gloves, and knee level boots for staff
PDCA - V 2018- 2019	Trolleys fabricated with slots for having gloves, hand-rub Yearly audiometry for all staff	Better quality ear muffs for staff Eye wash station in CSSD



TEAM - Together Everyone Achieves More