



COMPANY ANALYSIS

RADIOLOGY DEPARTMENT OF COLUMBIA ASIA HOSPITAL CHERAS

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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COLUMBIA ASIA CHERAS

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EXECUTIVE SUMMARY

Introduction

Company analysis of Columbia Asia Hospital Cheras was conducted and designed to evaluate the 2017 Customer Satisfaction Index (Overall Hospital Performance) of Radiology Department. The analysis aim to identify the main problem of costumer dissatisfaction and to suggest the solution to overcome this matter.

Overview

Company analysis of Columbia Asia Hospital Cheras was done based on the 2017 Customer Satisfaction Index (Overall Hospital Performance). Rating shown that the Radiology Department scored 99.8%. This shown that the department did not achieved the target that was set by the management, which was 100%. Most of the bad reviews are related to long waiting time to undergo radiological procedures in the Radiology Department.

Summary Result

- a. Findings shown most of the bad reviews are related to long waiting time to undergo radiological procedures in the Radiology Department.
- b. There were complaints make directly in Columbia Asia Hospital of Facebook page. This affected the perception and reputation of the Radiology Department.
- c. Some patients acted vigorously due to anxiety that was triggered by long waiting time to undergo radiological procedures in the Radiology Department.
- d. We would like to suggest to management of Columbia Asia Hospital Cheras to install smart queuing system in the Radiology Department to smoothen the flow.

1. INTRODUCTION

1.1 Background of The Study

Columbia Asia Cheras an international private healthcare company that believed the difference in healthcare relies on its people, by having passion for making people better in providing highly skilled medical consultants, caring nurses as well as teams of committed staff who see to every patient's needs, on the road to recovery.

According to 2017 Annual Financial Report of Columbia Asia Cheras, Radiology Department is one of the most high-income generator for the company other than Operation Theater Department and Medical Laboratory Department. Although Radiology Department is one of the most income generator for the company, they still received negative feedbacks from their patients. Based on 2017 Customer Satisfaction Index (Overall Hospital Performance), average score for Radiology Department is 99.46% whereas they need to achieve 100% for this index. The main complaint is related to long waiting time for patients to undergo radiological procedures.

1.2 Problem Statement

Long waiting time affect their clients and patients physically and emotionally, and radiographers need to spend more time explaining to the patients, thus this affect the efficiency of the workflow in the department. The impact of these problems are low customer satisfaction index, reduced patient rates and decreased the profit margin of the department.

1.3 Purpose of The Study

The purpose of this study is to suggest the company to use queuing numbering system in order to improve patient's waiting time. By using this queuing numbering system, it may also enable the department to achieve 100% in Customer Satisfaction Index and increase the profit margin of the department.