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Redefining the Patient and Visitor Experience at Albanian Public Hospitals



Photo: Doctor wearing his staff ID badge, handing an ultrasound report to a patient. The doctor now spends 12.5 more minutes with the patient as opposed to looking for paper information scattered in different places.



Photo: The new renovated reception area

Patients and visitors coming to the Queen Geraldine Maternity Hospital in Tirana are starting to experience first-hand the improved, friendlier, and more organized interaction with the hospital. The package of interventions introduced by the USAID funded Enabling Equitable Health Reform project has just been inaugurated. With information tools at its center, the package aims at improving the experience of patients and visitors, while also assisting management and medical staff to better care for patients and optimally manage the available resources.

The integrated package that the USAID funded EEHR project introduced is present from the minute a patient or visitor arrives at the hospital, and continues to play a role throughout the citizen's experience with the hospital. The totally refurbished visitor reception area, for example, is now more welcoming, organized, and informative. The ID badges that staff members now proudly wear to show their names and titles as they greet visitors or care for patients are a simple but powerful tool that immediately makes staff more accessible and more accountable to patients who are entitled to more equitable care. The newly introduced visitor control hardware and software system helps in managing the visitor traffic load, improving infection control, and meeting the patient needs for privacy. Leaflets that are carefully designed and informatively worded in clear Albanian explain how the new system works.

Building up from the simple badges and leaflets that physically convey important user-friendly information, more sophisticated information technology interventions were part of the USAID funded package. Personal computers and printers were provided and strategically placed within hospital wards to allow the entering, retrieval and printing of patient information by staff members who received extensive training and support. The reports that are now printed and handed to patients significantly increase patient and staff satisfaction. Images from the hospital Ultrasound machine are now viewable from any PC in the hospital thanks to the new connection between the machine and the hospital maternity information system. "I now spend an average of 12.5 minutes more with patients", says one doctor who no longer needs to waste time looking for paper images.

Taking a holistic approach, the USAID funded package of interventions redefines the patient and visitor interaction with the Queen Geraldine Maternity Hospital, improving patient and staff satisfaction and allowing more time for doctors to care for patients.

Telling Our Story

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