

Enhancing of Patient-Centric Care and Employee Satisfaction: The “All Activities in Alignment” Program

J. Baars-Timmermans, H. Goossens, E. Frankfort, A. van de Plas

Department of Clinical Pharmacy and Toxicology - Maastricht University Medical Centre (MUMC+) – Maastricht – the Netherlands

Contact: a.vande.plas@mumc.nl

Why was it done?

Maastricht University Medical Centre’s hospital pharmacy introduced the “All Activities in Alignment with Underlying Aim” program.

This initiative aimed to improve:

1. Personalized Healthcare and Patient Satisfaction

In the pursuit of strict regulatory compliance, the pharmacy sometimes overlooked its fundamental mission. With limited direct patient interactions, staff were often unaware of patients' unique needs and preferences.

2. Employee Satisfaction

The program aimed to empower employees by reducing excessive regulations and allowing them to make decisions that aligned with the overarching mission, with the expectation that this would enhance their job satisfaction.

3. Aligning all activities to the Pharmacy's Mission

By connecting all activities to the overarching aim, the program attempts to improve employees’ awareness of the pharmacy’s core mission



What has been achieved?

The outcomes of the program were highly encouraging:

- The adoption of "Happy Patients and Employees" as the guiding aim resulted in numerous instances of personalized healthcare and enhanced collegiality.
- The four key principles empowered employees to align their actions with the program's aim.
- The awareness of the pharmacy’s mission enhanced from 47% to 67% and employees experienced that their contribution to patient satisfaction increased from 73% to 88%.

Happy patients and employees

See the Person Behind the Patient
Focus on What Is Possible
Take the Lead Yourself
From Rules to Self-Regulation



How was it done?

The program’s implementation involved several key steps:

1. Defining the overarching Aim and Key Principles

The overarching aim was:

"Happy Patients and Employees"

The following four key principles were:

"See the Person Behind the Patient,"
"Focus on What Is Possible,"
"Take the Lead Yourself," and
"From Rules to Self-Regulation."

2. Employee Engagement

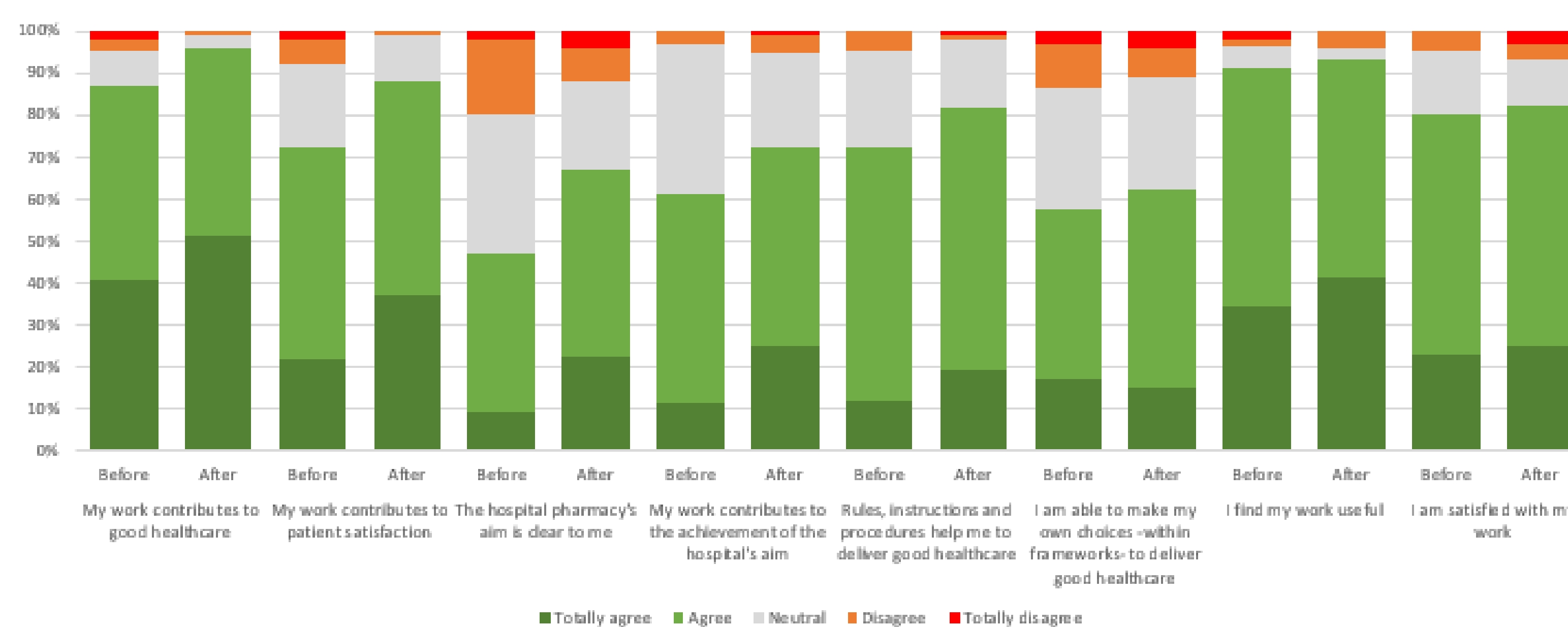
The new program was presented and discussed in detail during a meeting with all employees.

3. Communication

Periodic newsletters and monthly team meetings were used to share illustrative examples and foster discussions about initiatives.

4. Evaluation

Employee satisfaction was measured through surveys before (n=66) and after (n=73) program implementation.



What is next?

The "All Activities in Alignment" program serves as a successful model for other hospital pharmacies seeking to elevate personalized healthcare as well as patient and employee satisfaction. Its simplicity and effectiveness make it a valuable initiative for broader implementation.

The Maastricht University Medical Centre’s hospital pharmacy will continue implementing the program in order to further increase patient and employee satisfaction.

Background information

Anders vasthouden
by Wouter Hart & Thom Verheggen
www.andersvasthouden.nl

