

## Park Green Surgery

**Park Green Surgery has been providing medical services to the people of the Macclesfield area for over a hundred years. The Surgery is very customer focused and they felt that the next logical step was to use Customer Service Excellence to ensure that they were equipped to deliver the highest quality healthcare which will always put the patient at the centre.**

“We provide services to the whole of Macclesfield town and surrounding area within a three mile radius of the surgery. Park Green Surgery has a well-qualified healthcare team of Doctors, Practice Nurses, District Nurses, Community Matron, Midwives, Health Visitors, and Counsellors providing a comprehensive range of patient-centred medical care to our patients” says Isobel Chetwood, Practice Manager.

The Practice has a very stable workforce and is proud to invest in their people, “We are committed to the ongoing training and development of all our staff – from the most junior to the Senior Partner. Working towards achieving Customer Service Excellence made us look in far more detail at the quality of the service we deliver”.

“The Practice now has a Customer Care Policy – something which we did not have before we started on our journey towards accreditation and this forms the foundation of our dedication to continuous improvement.”

### **The Journey**

The Practice began the application process for Customer Service Excellence in June 2008 and achieved certification a year later in June 2009. “Our first objective was to look at the ways in which we currently deliver services and we felt that by judging our performance against the standard we could make changes that really do meet the needs of our patients” explains Isobel.

“The 5 criterion formed the basis of our journey towards accreditation with the most significant being Customer Insight. Developing an in-depth understanding of our customer base by drawing up a profile of our main customer groups and their characteristics enabled us to better understand their needs. We applied the principles of customer segmentation but with the emphasis on the healthcare sector looking at factors such as age, disease prevalence, ethnicity, social circumstances, health needs and so on. Armed with this knowledge we felt it is much easier to shape the services we provide to meet the needs of our patients.”

“We involved the whole team in the preparation for assessment. We are fortunate to have protected learning time on a regular basis which allowed us to consider elements in detail; sometimes with input from outside speakers and at other times working with team members. For example at our Practice Away Day in June 2008 we carried out a PEST analysis with a view to gaining a better understanding of the impact that external factors have on our practice. This provided us with an Action Plan for the coming year and a great deal of food for thought!”

“I really feel that Customer Service Excellence was the obvious next step in our continuous Improvement”

“We were pleased to welcome the assessor to the Surgery for our Assessment on 11th June 2009. The whole day was really very exciting with regular and targeted feedback about our performance against the standard.”

“In particular lunch with the partner organisations was very relaxed and informal. We had representation from both within and outside the practice including volunteer organisations and the Primary Care Trust. The discussions around the table were very interesting and showed just how much can be achieved by putting the customer at the heart of decision and policy making.”

#### **Long term Impact....**

Working towards the achievement of the Standard, through the different elements, has raised awareness of the importance of customer care, as Isobel explains. “We have a much greater insight into customer needs which has enabled us to develop a greater customer-focused culture. At all stages of human resource management we reinforce this from recruitment, induction, appraisal, ongoing training and development.”

“We have gained a great deal from the CSE journey – perhaps most significantly from the development opportunities it has afforded us. It is easy to assume customers are satisfied if they don’t complain or if they say thank you occasionally. There is much more value to be gained however from establishing much closer links with our patient groups.”

The achievement has also been recognised by the by Simon Whitehouse, Associate Director of Central and Eastern Cheshire Primary Care Trust. “Congratulations, this clearly recognises the work and effort that you have all put in to gain this recognition. Clearly whilst gaining the award is fantastic, the fact that this focuses on your patients experience is the really positive outcome. My understanding is that you now join an exclusive group of 2 GP Practice across the country that has this award – well done.”

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**What next...**

The Practice does not see CSE as a one-off exercise but as an extremely valuable framework for continually improving their customer service. “We intend to build upon the foundations of our success with much closer liaison with our patients and partners as well as continuing our commitment to providing the highest quality healthcare with our highly trained and skilled workforce.”

“We are happy to share our experiences and good practice with those who are considering embarking on this journey and indeed Isobel Chetwood will be working closely with Central and Eastern Cheshire PCT in this regard. The award is not easy to achieve but the benefits are enormous!”