

## PATIENT JOURNEY WITH Elizabeth Curphey ZOOM CALL 22/02/2024

Step by step patient journey from first contact to close.

HOW DID THE PT FIND YOU:

- website, word of mouth, healthcare/professional referral

HOW DID THEY BOOK IN:

- online booking, telephone call to Centre with answer machine or osteopath answering if able to schedule appointment

CONTACT PRIOR TO APPOINTMENT

- Confirmation
- Reminders
- Forms

PT ATTENDING APPT

- Enter Centre - ring bell/push door. Osteo to welcome to waiting area. Info re water available and toilet directions
- attend NP appointment
- schedule follow up
- email with exercises/sometimes patient summary and advice if complex case.
- if patient cxx follow up, email to check in

FEEDBACK, SUGGESTIONS and REFLECTIONS

- Social media channels - Centre channel or professional Instagram, Facebook for patients to view before booking.  
This would give another professional resource where a patient could ascertain info about skillset, patient base, specialist interests. Could demo exercises or give short info blogs so a patient could see you speaking, interacting, advising on generic exercises. Could direct patient to website to book. Overall, this may make the patient more comfortable regarding choosing the Centre and the practitioner.
- On booking, NP could be emailed a welcome pack with generic patient info including what to expect at first visit.  
This should be strongly considered as it gives full info and transparency. The patient has opportunity to read at leisure and feel fully informed prior to first appointment. High level communication and ability to understand what they are consenting to regarding assessment and treatment. Although this would be reiterated in more case specific detail at the appointment.
- Reception service - either person or external company to answer phone to make bookings and/or greet on arrival.

Practicality of cost must be considered. Also, since implementing the online booking in the website, phone calls have reduced to less than five a day. Osteopaths answer calls if not with a patient and return answer machine messages ASAP. Are we losing potential NPs because there is not always a direct pick up to a phone call? Hopefully not many. Also, on website, direct email address is listed. Patients do email with queries which I reply to quickly even at weekends and outside of business hours.

No one to greet in reception. If NP rings bell, osteo answers and welcomes patient into waiting area pointing out toilets and water machine.

- Ensuring that follow up appointment is scheduled at the conclusion of NP session if a follow up is needed. ALWAYS send summary with advice and exercises after NP session. If not done at the time, follow up courtesy email to check in with patient and get follow up booked. Highly unlikely that one session sufficient and therefore to build therapeutic relationship and bring patient satisfaction get that follow up booked. Offer to book it in over email for them rather than just directing them to website. Sending summary/advice and exx shows commitment to professional patient care. ALWAYS offer to send receipt for each session. Cliniko can help track whether NPs are booking in for a follow up? Offer to send brief summary of info to patient's GP (if desired and consent given by patient) to be collaborative and optimise patient care.
- Follow up on NPs that cancel their follow up and do not rebook in Cliniko can track this? Have a recall list to follow up on these patients by email/telephone. Although in busy lives I think email preferable. This demonstrates commitment to patient care and professional courtesy. This can help keep open channels of communication and potentially help prevent complaints relating to patient management and level of care. Also, if comms done by email there is a log of contact. Ensure recording of these contact attempts in patient records also.

Going through the patient journey with Elizabeth, helped me reflect on the different stages, from initial contact and presentation of information about the Centre on different channels, how patients can schedule an appointment and be welcomed to the Centre in person. Communication levels and the opportunity to assimilate information ahead of time are valuable to avoid misinterpretation or misconception of the patient-osteo encounter. High level comms and gaining consent for assessment/treatment and how this is recorded should be considered. Opportunity to demonstrate skill set and high level comms regarding diagnosis, advice and exercise provision both in the session and in a follow up email. The interaction has to be respectful, professional and be in collaboration with patient on their journey to health.