

# 22. FACILITATING PATIENT-HOSPITAL INTERACTIONS VIA A WEBSITE, MOBILE APP & SOCIAL MEDIA

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## BACKGROUND:

The 'ZERO Counter' programme comprises four projects:

1. **Reservation/Cancellation** – to make it easy for patients to make or cancel their hospital appointments
2. **Admission** – to facilitate the admission of patients to hospital
3. **Payment** – to facilitate payments for treatment
4. **Reports** – to make it easy for patients and staff to obtain laboratory and radiology reports

## OBJECTIVES:

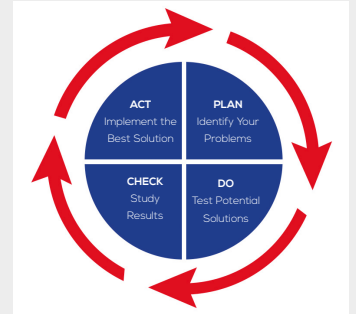
- Improve access to outpatient treatment
- Improve efficiency and effectiveness of the entire process
- Provide easy-to-use tools for patients and healthcare professionals
- Improve communication with the general public

## METHODS:

In order to complete the 'Zero Counter' programme in Italy, we first developed close collaboration among diverse healthcare professionals – including operations managers, medical doctors, ICT technicians and engineers, and nurses.

To implement all of the projects, we followed the Deming or PDCA Cycle principles: plan-do-check-act. The hospital top management gave the programme its full support.

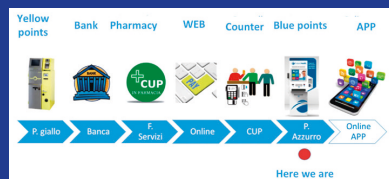
All of the results obtained have been shared with citizens, thanks to our close collaboration with the hospital communications office.



The PDCA Cycle.  
Source: Cardinal Health



New reservation/cancellation process.  
Source: ZERO Counter



## RESULTS:

### What has been achieved?

- ✓ **Project 1: Reservation/Cancellation** – patients can reserve/cancel medical appointments via: counter, pharmacy, multifunctional totems called 'punti azzurri' (Blue Points), hospital website, hospital APP (coming soon)
- ✓ **Project 2: Admission** – all patients are admitted via an EasyAccess point
- ✓ **Project 3: Payment** – patients can pay for medical consultations and treatment via: cash (through Yellow Points or in pharmacies), Blue Points, online
- ✓ **Project 4: Reports** – laboratory and radiology reports can be obtained via: Blue Points, online, APP

## TAKE-AWAYS:

### What worked well?

- ✓ Using the PDCA cycle to manage the programme
- ✓ Obtaining the full support of top management
- ✓ Establishing close collaboration among hospital staff (operations managers, doctors, nurses, ICT staff)
- ✓ Investing in improving communication with the general public
- ✓ Finalise the company APP and make it available to all citizens
- ✓ Extend the use of EasyAccess
- ✓ Allow for the payment of medical examinations provided by the national healthcare system
- ✓ Add five more Blue Points to extend their use
- ✓ Increase the number of reservations through APP, the online tool and Blue Points

