 <p>B.S. Aquino Drive, Bacolod City, Negros Occidental, 6100</p> <p>DR. PABLO O. TORRE MEMORIAL HOSPITAL</p>	Document Code:	DPOTMH-HW-P10
		H-97-S01
	Effective Date:	08-30-2021
	Document Type:	Standard Operating Procedure
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	Department/Section:	Patient Experience Section
	Document Title:	GIVING OF TOKENS TO VIP AND IRATE CLIENTS

PURPOSE:

1. To strengthen relationships by showing gratitude and appreciation to the clients.
2. To let the clients know that they are being valued.
3. To promote customer retention.
4. To delight the client in order to establish brand loyalty and customer advocacy.

SCOPE:


Applies to all Sales and Marketing Division staff of Dr. Pablo O. Torre Memorial Hospital

PERSON RESPONSIBLE:


Sales and Marketing Department, Admitting Section, Ancillary Offices, Nursing Service Division, Corporation Communication Office, TQD and HRD.

GENERAL GUIDELINES:

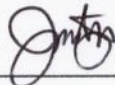

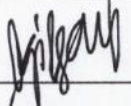
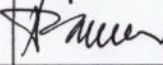
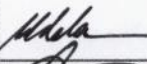

- 1 For the purpose of this procedure, A VIP is defined as a person who is accorded special privileges due to their high social status, influence or importance and an irate client is defined as someone being extremely angry and is almost at the point of being uncooperative and demeaning.
- 2 In line with the efforts of the company to provide quality healthcare services, the VIP and irate clients should be identified and treated well for retention purposes.
- 3 The following are some of the identified VIPs, but are not limited to:
 - 3.1 High ranking government officials
 - 3.2 CEO, President, VP or owners of different companies
 - 3.3 Influential person (media)
 - 3.4 Loyal clients (clients that pay 500,000 Php and up for hospital bill)
 - 3.5 Key Opinion Leaders
 - 3.6 Celebrities
 - 3.7 Doctors


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- 4 The complaints of irate clients should be handled and resolved efficiently in a timely manner.
- 5 The gap between an irate client and the healthcare provider should be bridged immediately to ensure continuity of care and promote harmonious relationship.
- 6 The Patient Experience Staff or Supervisor should assess the need for the token to be given to the VIP or irate client beforehand because of the possibility that the client may not like to receive anything from the company or it may aggravate the situation. Flowers are not allowed to be given to the clients based on hospital policies.

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APPROVAL:

	Name/Title	Signature	Date
Prepared by:	MA. LUISA REGGIE S. PANAGUITON, RN, MN, FPCHA Patient Experience Section Supervisor		09/20/21
Reviewed:	DENNIS C. ESCALONA, MN, FPCHA, FPSQua Quality Assurance Supervisor		09/20/2021
Recommending Approval:	CHARMAINE G. ILEJAY Sales and Marketing Division Officer- DA		9/21/21
	HENRY F. ALAVAREN, MD, FPSMID Total Quality Division Officer		11/2/2021
	SOCORRO VICTORIA L. DE LEON, CPA, MBA, PhD, FPCHA Vice President – Chief Operating Officer		11/4/2021
Approved:	GENESIS GOLDI D. GOLINGAN President and CEO		11/25/2021

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PROCEDURE:

1. The Patient Experience Section of DPOTMH selects appropriate tokens for VIP/irate Clients.
2. The Manager/ Sales and Marketing Department Division Head approves the chosen token.
3. The Patient Experience Supervisor requests cash advance based on the approved budget.
4. The Patient Experience Section purchases/orders the selected tokens after encashment of the check. The token depends on the availability of the item and the patient's needs after assessment.
5. The Patient Experience Supervisor coordinates with other departments (e.g. Admitting Section, TQD, Client Relations and Communications Office, NSD, Ancillary, and other sections) concerned.
6. The Patient Experience Supervisor or Staff calls the Admitting Section, Station 1, or the Nursing Supervisor on duty to know if there are VIP clients admitted.
7. If a VIP client is identified during hospital rounds or during routine check with the areas identified above, the Patient Experience Staff informs the Patient Experience Supervisor to visit and present the token to the VIP client.
8. If a client is identified as irate, the Nursing Service staff informs the Patient Experience Team immediately. The Patient Experience Supervisor then proceeds to the said station and talks to the Head Nurse on duty before entering the client's room and presents the token.
9. The Patient Experience Staff ensures that the remaining tokens are stored in a clean container, and inventory should be done every end of the month for reporting purposes.

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REFERENCE:

DPOTMH Gift and Hospitality Policy

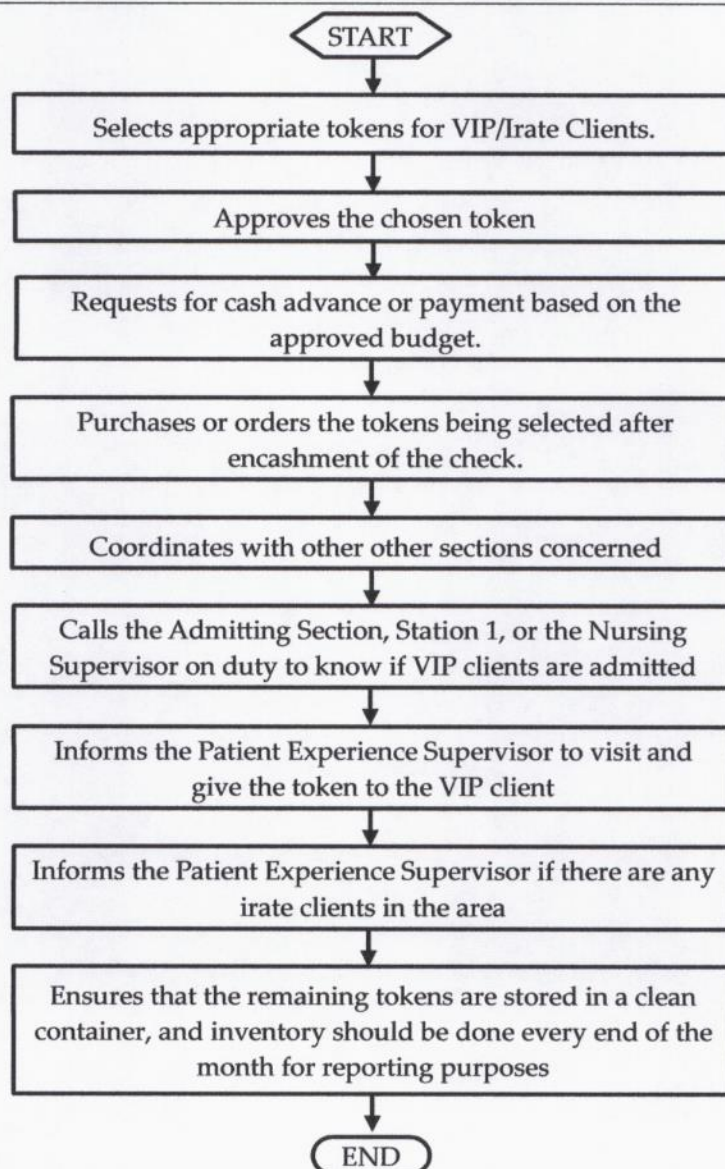



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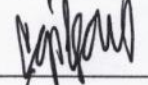
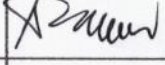
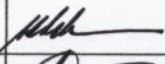

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FLOWCHART




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APPROVAL:



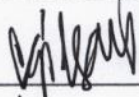
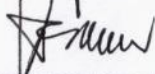
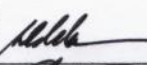
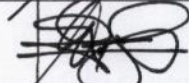
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Approved:	GENESIS GOLDI D. GOLINGAN President and CEO		11/25/2021

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KEY TASKS	PERSON RESPONSIBLE
<ol style="list-style-type: none"> 1. Selects appropriate tokens for VIP/Irate Clients. 2. Purchases or orders the token being selected after encashment of the check. 3. Identifies a VIP client during hospital rounds, he/she shall inform the Patient Experience Supervisor to visit and give the token to the VIP client. 4. Ensures that the remaining tokens are stored in a clean container, and inventory should be done every end of the month for reporting purposes. 	Patient Experience Staff
<ol style="list-style-type: none"> 1. Approves the chosen token. 	Division Head of the Sales and Marketing Department
<ol style="list-style-type: none"> 1. Requests cash advances based on the approved budget. 2. Calls the concerned areas to know if VIP clients are admitted. 3. Assesses the need for the token to be given to the VIP or Irate Client because there is a possibility that the client does not like to receive anything from the company. Flowers are not allowed to be given to the client base on the policy. 	Patient Experience Supervisor

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Reviewed:	DENNIS C. ESCALONA, MN, FPCHA, FPSQua Quality Assurance Supervisor		09/26/2021
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