National University Hospital | INCREDIBLE care @NUH It starts with me

July 2023

ONBOARD

Incredible Care

The Incredible Care factor

Meet the 7 amazing staff who embody the Incredible Care spirit!



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Message from the COO



Welcome to *'Onboard Incredible Care'*, the first issue of our newsletter.

Two years ago on 24 June 2021, CEO Professor Aymeric Lim launched the Incredible Care movement, in conjunction with NUH's 36th birthday.

Seven colleagues share their views on what makes an outstanding care provider and tell us what keeps them going, in a dedicated segment – The Incredible Care factor - and **video**.

Having embedded our care culture within NUH for the past two years, we have begun to actively socialise the Incredible Care concept to our patients and caregivers. Their heartfelt quotes are a revealing look into what they think and what matters to them. Check out their quotes in the installations around the hospital.

Incredible Care is a collective NUH journey to deliver the best to our colleagues, patients and staff. It takes all of us and it starts with me.

Enjoy your journey *'Onboard Incredible Care'*!

Regards

Clara

COO and Chair
NUH Incredible Care Workgroup

Talk of the town

Incredible Care turns 3! To some, showing Incredible Care in all that we do may seem daunting. We want to show how doing better every day is possible and certainly, worth the while.

Our mission

For the past two years, the Incredible Care movement has been growing steadily through online and offline engagement including workshops, webinars, roll calls, staff profiling, contests, and service improvement projects. This year, we have the honour of going beyond our staff to share the Incredible Care vision with our wider community.





Engaging our community

To launch this year's effort, we have put together beautiful physical installations that share inspiring stories of staff who embody the spirit of Incredible Care. At the same time, we also gave our patients and caregivers an opportunity to have a hand at shaping the movement.

To kick things off, we conducted surveys and focus group discussions with staff, patients and caregivers for them to share their input and ideas for the Incredible Care effort. A diverse group of staff across different job groups took part in a campaign photo and video shoot while other staff, patients and caregivers contributed quotes that represent what Incredible Care means to them.







Behind the design

To celebrate the uplifting spirit of Incredible Care, we have conceptualised an approach that spreads positivity, compassion, and hope. Through hand-drawn illustrations, paper cut-out circles, dynamic lines, and a refreshing colour palette, the concept brings about the personable and nurturing nature of care. The designs remind us that we are all connected, and illustrates how everyone shows Incredible Care in their own unique and wonderful ways.





What's next?

That's not all – keep a look out for a fun pop-up event happening in September 2023. We hope to celebrate Incredible Care with all of you. All staff, patients and caregivers are welcome.

Did you *know*?

Incredible Care Awards

We are always looking to recognise staff who deliver Incredible Care. Here are some new awards that our staff can look forward to.

SOC N.I.C.E. Award

To improve staff morale, maintain service standards and create fun through friendly competition.

The award is open to Specialist Outpatient Clinics only (no sign-up required).

Award Types

- Good Progress Award
- Achiever Award
- SOC of the Year

Incredible Care Service Champions

To acknowledge and inspire individual exemplary effort in delivering Incredible Care. These awards are tiered from Bronze to Platinum, and serve to encourage staff to step up by doing better every day for our patients and colleagues.

The award is open to all NUH staff (no sign-up required).

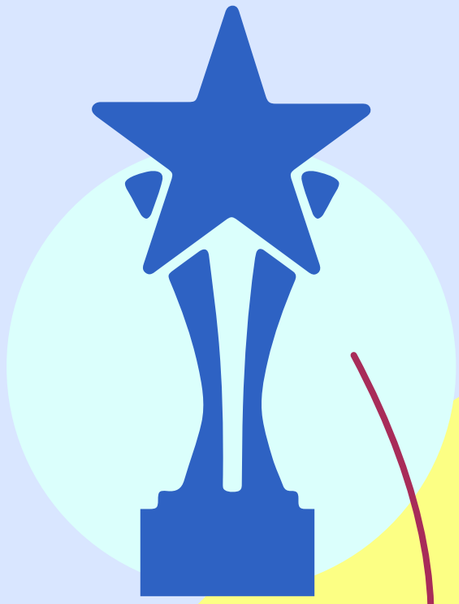
Incredible Care QIX Award

To recognise team effort in proactive initiation of projects, celebrating success in attainment of outcome and inculcating a continuous improvement culture within NUH.

The award is open to Improvement Project Teams (project submission required).

Award Types

- Process Excellence
  - 6S
  - Process Improvement
- Service Experience
  - Service Improvement



SMS Journey Map

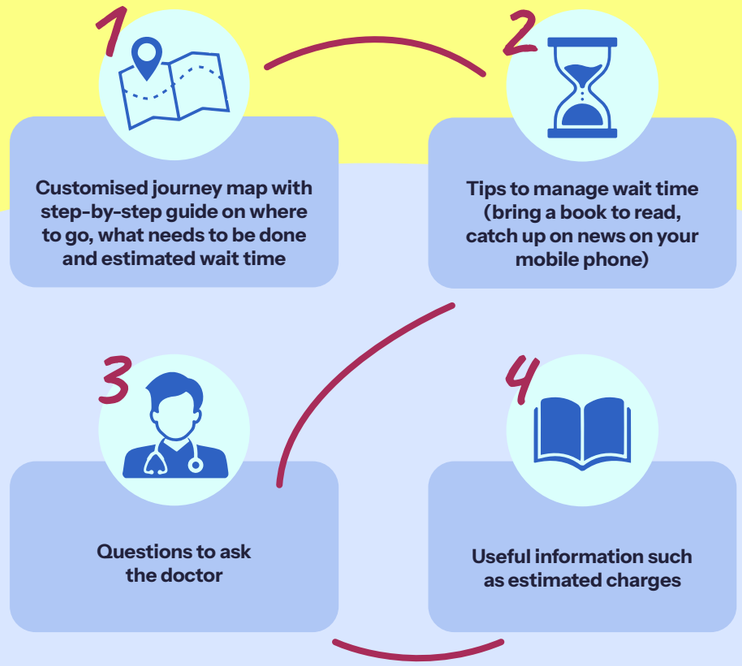
Staff from two clinics have gone the extra mile to improve their patient experience.

Many first-visit patients do not know how long is the wait time or what to expect during their visit.

This leaves them unprepared and unable to plan ahead. Sometimes, they may also form their own expectations and become disappointed when these are not met.

To manage it and improve their experience from the get-go, the Urology Centre and Eye Clinic had teamed up and developed an 'SMS Patient Journey Map' for their first-visit patients.

Two days before their visit, they will receive an SMS with a link to the information pack below:



The pilot was a success with 80% of the patients finding it useful.

"The actual wait time was shorter and exceeded my expectation...," said one patient. "It is very 温馨 (heartwarming) that NUH cares for us even before we arrive," added another patient.

To enhance all first-visit patients' experience, the map will be customised for each clinic and progressively rolled out hospital-wide. So, look out for it in your clinic!

Get your *game* on!

Fill in the cross-word puzzle to test how well you have read this newsletter, and stand a chance to win a $20 Coffee Bean & Tea Leaf Meal Set Voucher!

Hint: All the answers can be found in this issue of *'Onboard Incredible Care'*.

https://for.sg/gygo1

How to participate

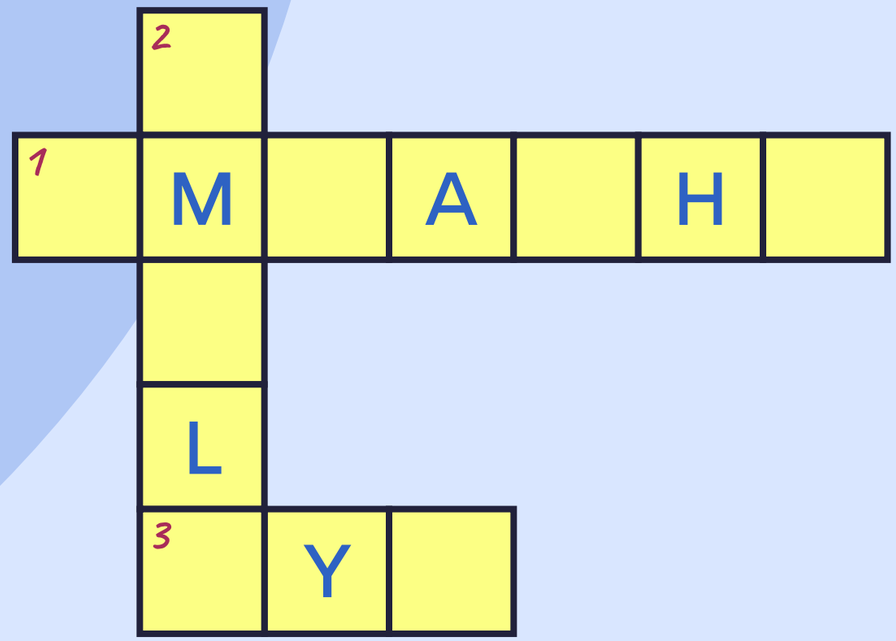
Scan the QR code, submit your answers online, and you could be one of the lucky winners!

Winners will be notified by email or phone (for those without corporate email address) before 31 July 2023.

Good luck and have fun!







Questions

1. For Staff Nurse Marty, Incredible Care is the power of kindness and _____.

2. What should one do to spread a little bit of positivity and make someone's day? (hint: read "Snack on This")

3. Which clinic worked with the Urology Centre to develop the 'SMS Patient Journey Map'? (hint: check out "Did You Know?")

The *Incredible Care* factor

Here are our 7 Incredible Care heroes who continue to inspire us with all that they do for our patients and their colleagues. Read on to find out how they practise Incredible Care every day.



Scan QR code to watch the video.



“ Incredible Care is *care from the heart*

— **Conny Lim**
Service Team Leader,
National University Heart Centre, Singapore

Although Conny was initially not confident in handling patient feedback, her managers continued to empower and entrust her with the responsibility to help patients. They have allowed her to overcome her fear and to better listen and support the patients. Deeply driven to provide the highest standards of care and service to her patients, she is committed to serve from the heart and improve patient experience.



“ Incredible Care is *simply, genuine care*

— **Alvin Tay**
Head, Inpatient Operations

Alvin strives to address the diverse and sometimes conflicting concerns of different stakeholders. By helping them understand each other’s needs, he establishes a common ground for people to care for one another so as to achieve a common goal. He believes that we should always seek to understand the other person while sincerely seeing how we can help.

“ Incredible Care is *the power of kindess and empathy*

— **Ramil Marty Alicabo Tamarra**
Staff Nurse, Ward 58

All patients are someone’s child, parent, sibling, and friend; and should be first seen as a person rather than just a patient. For Marty, Incredible Care is the synthesis of the art and science of nursing, and the challenge is to be able to meld the act of caring and the technical (science) aspects of the job. Some of his proudest moments over the past three years are leaving the ward after a storm of a shift, knowing that he has given his best and keeping his patients safe and cared for. He also appreciates that he is part of a great team where everyone looks after one another.





> Incredible Care is
> 照顾病患
> 我们用心呵护
> 无限关怀

— **Carol Tang**
Porter, Group Hospitality

Carol believes in small thoughtful gestures and feels that it does not take much to bring joy to the people around her. For her patients, this means checking in with them during transfers to make sure that they are comfortable and helping to adjust them as best she can. To her family, friends and colleagues, she enjoys putting together small gifts such as snacks and sweets for them to bring a smile to their face. When her colleagues are happy, she is also happy.

> Incredible Care is
> *patient-centred care*

— **Ng Kai Xin**
Principal Clinical Pharmacist,
Department of Pharmacy

At the end of the day, healthcare is not just a job but a commitment to helping others. Kai Xin once encountered a patient with diabetes, and they forged a good relationship. When the patient passed away, the patient's daughter texted Kai Xin saying "My family and I appreciate all the advice, time and kindness you have given us." They continued to keep in contact and 3 years later, she hand-delivered Kai Xin the first book she published. Seeing patients doing well, receiving appreciation from patients, and knowing they are taking control of their health serve as a reminder of her impact on the patients.



> Incredible Care is
> *to be kind and courageous*

— **Dr Raj Kumar Menon**
Senior Consultant, Division
of General Surgery (Trauma)

Dr Raj Menon went above and beyond his duty to care for a migrant worker who sustained a major traumatic injury. Knowing that allowing the patient to return to his hometown would likely be a terminal sentence due to the complexities of his condition, Dr Menon took leave and flew to Mumbai to meet with the medical team to discuss the patient's long-term treatment plan. Dr Raj's greatest pride and satisfaction come from seeing patients returning home to their family and loved ones, and go on to achieve their dreams.





> Incredible Care is
> *providing personalised care and attention to both patients and colleagues*

— **Qamaruzaman Syed Gani**
Senior Physiotherapist,
Department of Rehabilitation

Those who join healthcare are motivated by their passion to help others. For Qamar, it's not only about going the extra mile for the patients but also for his colleagues. He believes that everyone should be treated with equality and dignity. When patients come into the hospital, he shows care by seeking to understand their point of view and then create ways to get them to be involved in their rehabilitation process. He does this by striking up a conversation with them because he believes that patients sometimes, just want to be heard.

Snack on this

Here are 7 tips inspired by our Incredible Care heroes. Try them out for yourself!

Tip 1

Always seek to understand the underlying needs and concerns of the person and sincerely see how you can help.

Tip 2

Listen closely to others without judgment. Your patients might find themselves in a frustrating situation, and what we can do is to respond kindly, with empathy and understanding.

Tip 3

Put on a smile and be earnest to help the patient. Always remember that a bit of positivity is contagious and can make someone's day.

Tip 4

Look after yourself. You need to be physically and mentally strong before others can rely on you.

Tip 5

Exercise and keep fit. A 20-minute walk in nature can do wonders not just for your body but also for your mind and soul.

Tip 6

Work on your problem-solving skills. When working in healthcare, you may encounter a challenge that you need to solve in a short time. You'll need to be able to think on your feet and work through the problem calmly and rationally.

Tip 7

Build on your communication skills with your patients and colleagues. Healthcare professionals need to be able to communicate effectively and clearly, so getting constructive feedback will help you improve.



Feedback on *Onboard Incredible Care*? Or want to share more stories of Incredible Care with us? We would love to hear from you! Email us at NUH_IncredibleCare@nuhs.edu.sg

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