

I. Introduction

This presentation intends to portray AMC-B's decade-long journey with its patient experience flagship program, iCARE. The purpose of this program is to develop a caring culture among the employees of the organization and thereby offer the best health care experience to its patients.

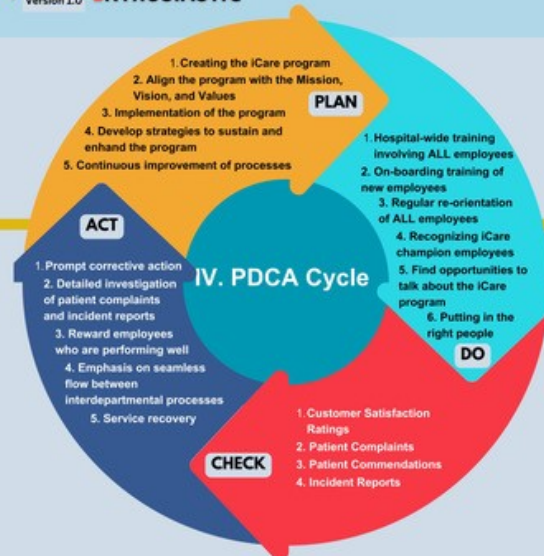
The organization believes that the iCARE program will not only have an impact to safety, quality and patient satisfaction, but will also result to higher effectiveness, efficiency, and ultimately, higher value in healthcare. The reason being, that this program encompasses the operational areas in the healthcare industry through the following components: iCARE for myself, iCARE for my co-workers, iCARE for my clients, and iCARE for my resources.

This presentation will only be limited to the impact of the iCARE program to patient experience utilizing the customer satisfaction rating as the key parameter.

II. Initial State to the Current State



III. Bridging the Gap



IV. PDCA Cycle

V. Conclusion

In this decade-long iCARE experience, Adventist Medical Center-Bacolod has seen a steady rise in the Customer Satisfaction Rating. A testament of the positive impact of the program on patient experience.

VI. Insights

1. The iCARE program has already been launched in other Adventist hospitals in the Philippines. Thus, it is interesting to know the impact of the program in these institutions.
2. The iCARE program could also be used as an outreach mission program to non-Adventist institutions, as these organizations recognize the importance of the program, and are requesting iCARE training sessions from our hospital.

