J452 Report Writing Exercise – April Galvan

**In-house Clinic Test Report & Recommendations**

**Client Community Relations Perspective**

To: Dr. Kaplan, Director, Evercare Hospital

From: April Galvan, Public Relations Manager, Evercare Hospital

Date: January 19,2010

**Overview**

Last Friday, January 8, the hospital ran a test with the in-house clinic. According to the clinic’s staff, the in-house clinic test was less than successful. I am reporting the results of this test, along with recommendations, in order to help us restore satisfaction within our community. We can easily take what we have learned from this test and use it to strengthen client community relations.

**In-house Clinic Test**

On Friday, January 8, Evercare Hospital conducted an in-house clinic test. The test was conducted by keeping the clinic open after hours to see how many people would use its services. It was well publicized, and the clinic was packed; however, it proved to be short of successful. The clinic’s support functions – x-ray, lab, and pharmacy – were closed, and those who came had to come back again. People with urgent cases had to be sent to the ER. Overall, people were angry. The clinic manager determined that the test had been complete failure.

**Discussion**

From my perspective, the test was anything but a failure; I would even call it a success. As I see it, the success of an organization depends on identifying the needs of its people and fulfilling those needs. Now that we know what the problem is and what the needs are, we can respond to this positively. The question we need to ask is: Who are we focusing on, the clients or ourselves? The answer should be the clients. The real question we should be asking is “What are our clients’ and how can we fulfill them?” One easy way we can answer this by starting up a blog. It would surely strengthen client relations. This would give our clients a way to interact with the hospital personally. We could share things going on in the company, like trends and products. We could try to get a little more personal with them by having you, Dr. Kaplan, be in charge of the blog and writing some personal comments in there so that the community knows it is talking to someone and that they are being heard.

**Recommendations**

* Stronger focus on clients
* Identify their needs
* Fulfill client needs
* Social media for networking – blog
* Hold another in-house clinic test
* Research other clinics

**Conclusions**

After careful consideration and review of the results of the in-house clinic test, I think there are a few things that could be done to improve our client community relations. Firstly, after the in-house clinic test, the clinic concluded that people should visit their doctors regularly so that they would not have to come to the clinic after hours. This was surprising because all personnel should be willing to go the extra mile to fulfill the needs and wants of our clients. After all, that is the job of a clinic. Secondly, it was brought to my attention that one client in particular tweeted “At Evercare, they never care.” This could have been avoided had the client(s) felt that there was a genuine concern and interest in his or her needs. If we “take the blinders off” and ask our clients what we can do ensure their satisfaction, surely they will feel welcomed and cared for, which is exactly what we want at Evercare. Lastly, if time is taken to study other clinics, research client relations and investigate social media engagement, then both revenue and customer satisfaction will rise. This will be beneficial for the company and everyone involved. The company should not be discourage, but rather take what it has learned from this experience and use it toward strengthening our relationship with our community.

**Appendixes**

A. List of people interviewed

B. List of interview questions

C. Summary of interviews