**Initiative ideas**

**Client:** Healthy Co.

**Problem statement:** Improve patient experience

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| **#** | **Name** | **Description** | **Impact** | **Ease** |
| 1. | Comfortable Seating | Replace traditional benches with ergonomically designed chairs and small couches to increase comfort. | High | Medium |
| 2. | Personalized Welcome Screens | Install digital screens that display personalized welcome messages and estimated wait times for patients. | Medium | Low |
| 3. | Refreshment Station | Set up a station with complimentary beverages and healthy snacks for patients as they wait. | Medium | Medium |
| 4. | Mobile App Updates | Develop a mobile app that provides real-time updates on appointment status and wait times. | High | Low |
| 5. | Interactive Walls | Install touch-screen walls with educational content and entertainment options. | Medium | Low |
| 6. | Quiet Zones | Designate areas within the waiting room for patients seeking a quiet space away from the general waiting area. | Medium | High |
| 7. | Express Check-In Kiosks | Implement self-service kiosks for faster patient check-in. | High | Medium |
| 8. | On-Demand Support Staff | Provide tablets with a call button for patients to request immediate assistance from staff. | High | Medium |
| 9. | Enhanced Wi-Fi | Provide free, high-speed Wi-Fi throughout the facility for patient use. | High | High |
| 10. | Art Installations | Display rotating art installations to improve the aesthetic appeal and patient mood. | Low | High |
| 11. | Health Workshops | Offer free health education workshops in the waiting area. | Medium | Low |
| 12. | Child Play Area | Create a play area for children to keep them occupied while waiting. | High | Medium |
| 13. | Relaxation Pods | Introduce small, private pods where patients can meditate or rest while waiting. | Medium | Low |
| 14. | Virtual Reality Experiences | Provide VR headsets with calming or educational content. | Medium | Low |
| 15. | Feedback Stations | Install stations where patients can quickly leave feedback about their visit. | Medium | High |
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**What other KPMG service offerings might the client benefit from?**

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| **#** | **Service offering** | **Brief rationale** |
| 1. | Data Analytics Consulting | To analyze patient flow and feedback data to continually improve service delivery. |
| 2. | Digital Transformation Services | To help implement digital tools like mobile apps and check-in kiosks effectively. |
| 3. | Customer Experience Strategy | To develop a comprehensive strategy focused on enhancing patient satisfaction across  all touchpoints. |