

QI Project Storyboard

Final July 2020

LOCAL HEALTH DEPARTMENT NAME:

Gallia County General Health District

ADDRESS:

499 Jackson Pike, Suite D Gallipolis, OH 45631

PHONE NUMBER:

740-441-2018

SIZE:

7 team members: Administration, Nursing, Environmental Health

POPULATION SERVED:

29,220 residents of Gallia County, Ohio

PROJECT TITLE:

Increase acceptance of alternative payments

PLAN

Identify an Opportunity
and Plan for Improvement

1. Getting Started

Aim Statement: By July 31, 2020, the GCGHD will increase acceptable payment methods for customers receiving services that require fees to increase customer satisfaction and decrease the number of customers by 50 percent who are turned away due to not having acceptable forms of payments.

2. Assemble the Team

Dr. Gerald Vallee: Administration
Lou Ann Whittington: Administration
John McKean: Environmental Health
Tyler Schweickart: Environmental Health
Melissa Conkle: Nursing
Brittany Muncy: Nursing
April Loveday: Administration

3. Examine the Current Approach

The Gallia County General Health District (GCGHD) handles financial matters in effective and reliable ways. The GCGHD is utilizing older financial systems that have to be entered manually and only allowed for cash payments and/or checks from a local bank for fees for services. There is an increase in customers that were dissatisfied due to the acceptable payment methods. The GCGHD had no alternate payment method to offer causing delays in serving customers and/or customers leaving the facility and not returning for services.

4. Identify Potential Solutions

Gather input from department supervisors on specific services that require a fee

Gather data related to customer satisfaction surveys

Gather data related to the number of customers turned away due to inability to use the available payment methods

Complete a fishbone diagram to determine cause and effect

Consider what surrounding local health departments use to collect fees for services

Develop a plan/agreement with financial institutes to provide access to credit card machines and financial systems that provide the GCGHD multiple options to receive payments

Develop an evaluation process post – project implementation (data collection and customer satisfaction surveys)

5. Develop an Improvement Theory

By the close of the project, if the GCGHD partners with a financial institute to provide oversight of debit/credit card acceptance and financial systems, then an updated financial system is utilized with expectations that customers will not be turned away and/or services will not be paused due to the GCGHD being unable to accept payments. This will increase customer satisfaction and widespread access to GCGHD programs and services.

DO

Test the Theory for Improvement

6. Test the Theory

The GCGHD partnered temporarily with Lexis Nexis to begin serving customers by accepting debit/credit cards in person/over the phone and utilizing the Lexis Nexis dashboard for tracking and managing those transactions. The GCGHD also made birth and death certificates available to be ordered online and shipped to the customer through Lexis Nexis' Vital Chek system.

CHECK or STUDY

Use Data to Study Results
of the Test

7. Check/Study the Results

Feedback for two months collected from customer satisfaction surveys and data collection from staff concluded:

- In May, June, and July 2020, customer satisfaction increased by 75% over January and February 2020

- In January and February 2020, on average 18 customers a week had to leave the facility to obtain appropriate payment for services

- From May 14, 2020 through July 14, 2020 138 customers utilized the new payment method of debit/credit cards

- Staff felt proficient in utilizing the new financial system

ACT

Standardize the Improvement
and Establish Plans

8. Standardize the Improvement or Develop New Theory Adopt:

- New financial system through Lexis Nexis that allows for debit/credit card transactions in person/over the phone and utilizing the Lexis Nexis dashboard for tracking and managing those transactions.

Amend:

- Vital Statistics document request procedure to include Lexis Nexis' Vital Chek system.

9. Establish Future Plans

Update GCGHD website to include new payment options as well as online ordering through Vital Chek



Public Health
Prevent. Promote. Protect.
Gallia County
Health Department