Executive Summary

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It is important that the reviews of the patients should be carefully studied and an action should be taken to improve the overall experience of the patients and to provide them high quality of services. The contributors of the healthcare industry including the medical practitioners and the healthcare leaders should make proper plans to develop an efficient system to collect feedback from the patients regarding their experience with the healthcare services that are provided in various hospitals and health care institutes (Provost, Lanham, Leykum, McDaniel & Pugh, 2015). The healthcare leaders should include the use of technology to record the feedback of the patients so that a structured data can be maintained to extract relevant information from the same. The main goal of this paper is to discuss about the quality of services provided by the healthcare industry and to improve the quality of services by extracting important observations from the reviews of the patients.

**Purpose of the program**

The main purpose of the program is to come up with a technical solution like an application take the reviews of the patients related to the quality of the healthcare delivery. A well-maintained application in the following scenario is quite beneficial to extract important patterns from the reviews of the patients so that effective decisions can be taken to improve the experience of the patients related to the quality of healthcare services. The reviews taken through the application will help the contributors of the healthcare industry to take crucial decisions related to the healthcare industry.

**Target population**

The target population in the following scenario are the contributors of the healthcare industry who are responsible to study the patterns of feedback given by the patients. The main responsibility of the healthcare leaders is to make policies and plans with the medical practitioners and doctors to improve the quality of services provided by the healthcare industry so that the overall satisfaction level of the patients can be improved. The role of patients is also important as the implantation and planning of all the plans and policies is dependent on their reviews.

**Benefits of the Program**

The main benefits of the program is to have a proper understanding of the feedback of patients related to the quality of services provided by the healthcare industry (Lavallee et al., 2016). It is important for the healthcare leaders to take crucial decisions related to healthcare sector and the data collected from the patients will help them to take effective decisions that will improve the quality of services and hence will add value to the industry. The use of technology to collect reviews from patients is beneficial for both the patients and the contributors of the healthcare industry as the healthcare leaders can get a maintained report of the reviews of the patients and also the patients have the option to submit their reviews and experiences in a hassle-free manner. It is the responsibility of the healthcare leaders and healthcare providers to extract valuable information from the reviews given by the patients so that plans and policies should be created and implemented to improve the experience of the patients by improving quality of services provided by the healthcare industry.

**Budget Justification**

The cost of setting up a system that involves taking reviews from patients using a web based or mobile based application is to be managed by the hospital and the medical care centres. There should be a proper plan to implement and maintain the online system of taking reviews from the patients using mobile based applications. The cost to set up the entire online system is high as compared to the offline system but it would give results in the long run and this initiative will be a remarkable step as this would improve the experience of the patients which will ultimately lead to the growth of healthcare industry. Moreover, the hospitals can easily balance the amount of funds spent in the process of setting up a new system.

**Program Evaluation**

The evaluation of the program is very important to measure the effectiveness of the overall program (Brehaut, et al., 2016). The evaluation can be done depending on various factors like the average time required to solve an issue reported by the patient. The reviews can be both positive and negative, hence it is important that there should be balance between the two. Also, the number of patients providing the feedback should be more in this system as the patients can provide their reviews using their mobiles or system in a hassle-free manner.

**Conclusion**

The efforts of all the contributors is quite important for the success of the program as it is a challenging task to transform the entire system of taking reviews from the patients. It is important that the healthcare leaders should be able to explain the objective of the program to the other contributors including the patients so that proper plans and policies can be made to achieve effective results. Also, the information from the data received by the patients should be properly used to improve the quality of services provided by the healthcare industry.

References

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