

# GROUP MANIFESTO

## CLIENT EXPERIENCE

### INTRODUCTION

*“I carefully considered the nature of the relationship between Mediclinic and those who make use of our services within an evolving healthcare landscape. A patient is a person receiving medical care; a client is a person who receives advice. The latter implies a level of trust and a long-term relationship that extends beyond mere treatment. We want our patients to interact with Mediclinic beyond the conventional treatment process, rather as a client who turns to us to enhance their quality of life.”* Dr Ronnie van der Merwe, Group Chief Executive Officer

### PURPOSE

The Client Experience Manifesto outlines the key elements necessary for the delivery of seamless, client-centred healthcare at every client touchpoint of our ecosystem. In addition to client needs and expectations, their safety and security, wellbeing and comfort must be central to ensure excellent care.

The adoption of this Client Experience Manifesto demonstrates Mediclinic’s commitment to creating positive experiences consistently for our clients, thereby entrenching establishing trust and strengthening loyalty across our client base.

### CLIENT EXPERIENCE PRINCIPLES

At Mediclinic, we recognise that the experience of clients and their families is central to the success of the healthcare business. We believe that clients should be at the centre of their care and should have access to the information and resources necessary to participate in their care. Our aim is to put the client at the centre of all decisions related to designing and delivering products, services, and experiences to ensure an excellent client experience, which in turn promotes loyalty and advocacy.

The principles of client experience detailed in this manifesto reflect Mediclinic’s core values and beliefs.

Therefore, we affirm that our services will:

❖ **be personalised**

- We understand that every person's healthcare journey is unique and requires a tailored approach, taking into account the dynamic nature of client needs and expectations at different points along the continuum of care.
- We will focus on building relationships with our clients to understand their needs and preferences and customise our care offerings as far as possible.
- We thus provide our clients with a comprehensive range of differentiated services.
- We strive to constantly create and offer attractive, differentiated, individual and innovative additional services (clinical, medical and comfort-related) to provide our clients with optimal and individualised care.

❖ **be empowering**

- We believe that clients and their families should have shared decision-making power in their healthcare journey. Healthcare workers should advise on and facilitate care, not control or direct it.
- We will actively work to provide the necessary information and resources to clients, to allow them to make informed decisions about their healthcare. This includes, but is not limited to, access to medical records and test results, information on the range of available evidence-based treatment options, and purposeful discussions with their healthcare providers.
- We will intentionally empower employees through focused training and regular engagements to be proactive and anticipate client needs, as well as to go 'above and beyond' to meet their needs.

❖ **be accessible**

- We will provide accessible healthcare services and continuously utilise advancements in technology to maintain and enhance the accessibility of our services.
- We recognise that timely communication is essential and, as such, will ensure access to systems that deliver feedback and relevant healthcare education to clients and their families.

❖ **be responsive**

- We will actively seek feedback from our clients and use these insights to continuously improve client experience.
- We will utilise client advisory groups to both gain insight into client experience and to integrate client and family feedback into improvement interventions, thus integrating a client-centric culture into Mediclinic.
- We will address and resolve any issues or concerns effectively and timeously.

❖ **be supportive**

- We pledge to treat clients with dignity and compassion throughout their healthcare journey, and will respect their autonomy, privacy and personal preferences.
- We will maintain honesty and transparency in all our interactions with clients, acknowledging that this is the foundation necessary for clients to feel welcome and respected.
- We will continue to inspire empathy for and active awareness of our clients and their families' emotions and perspectives.
- We will prioritise our clients' safety and comfort by ensuring that our facilities are clean and safe, and that employees are knowledgeable, friendly and respectful.

❖ **be relevant**

- We will stay abreast of scientific developments and the latest technology in healthcare and use research to stay up to date with evidence-based practices and to facilitate continuing medical education for healthcare providers in our ecosystem, with the ultimate aim being to enable and improve the delivery of effective and efficient healthcare.
- We will embed care coordination systems to ensure that clients receive seamless and consistent care throughout their healthcare journey.

## **APPLICABILITY**

This Client Experience Manifesto applies to all Mediclinic stakeholders, including clients, their families, healthcare providers and all client-facing employees.

The manifesto must form part of the daily work and interactions with clients.

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## **ASSOCIATED DOCUMENTS AND RECORDS**

**Addendum A: Group Complaint Management Policy**

**Addendum B: Group Guideline Client Advisory Groups**

## **HISTORY AND VERSION CONTROL**

### **History**

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**New version**

CONTRIBUTORS	NAME	DESIGNATION
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**APPROVAL AND SIGN-OFF**

## Approved by

DEPARTMENT/ AREA/ GROUP/ FORUM	REPRESENTATIVE NAME	SIGNATURE	DESIGNATION	DATE SIGNED
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