

SERVICING THE (FILL IN THE BLANK) PATIENT

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PRESIDENT

 GOOCH & ASSOCIATES

THE MESSAGE:

- TO THE TURKISH HOSPITAL / HEALTHCARE ORGANIZATION
- TO THE MEDICAL TOURISM FACILITATOR / BROKER, U.S. INSURER

GOOCH & ASSOCIATES

CONSULTANTS TO THE INTERNATIONAL HEALTHCARE COMMUNITY



Gooch & Associates, Inc.



OUR MISSION

To improve our clients' ability to provide safe, quality patient care services

OUR PHILOSOPHY

We work for you and your patients.

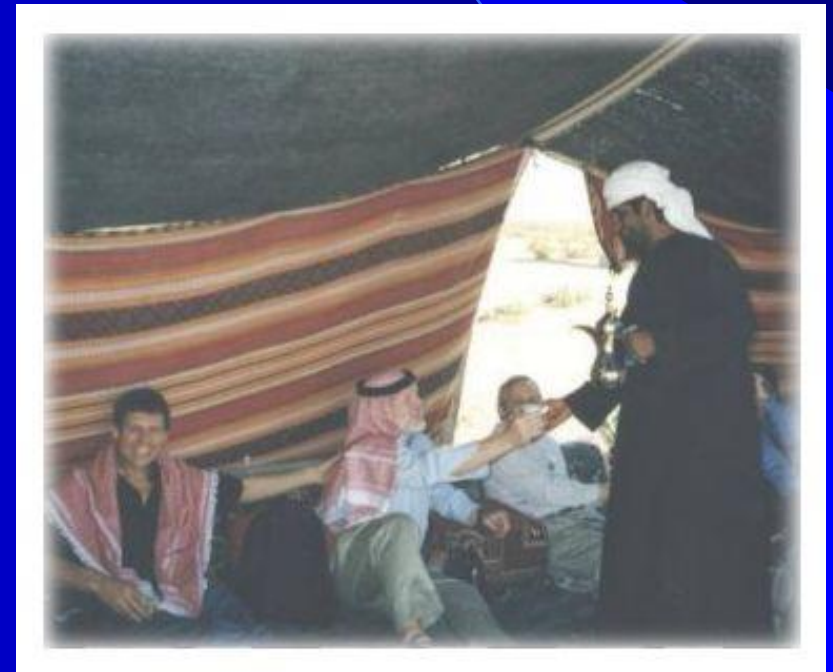
OUR SERVICES

We offer a variety of programs to meet our international client's needs. Our services include:

- **Mock surveys** by Joint Commission trained surveyor - consultants,
- **Education programs** of current and emerging issues
- **Assistance with operational issues**

OUR TEAM

- Our international consultants have experience in both international surveys and in consultations.
- They understand and are experienced with cultural sensitivity.



MESSAGE TO TURKISH HOSPITALS

MESSAGE TO TURKISH HOSPITALS:

- To serve American or any international patients...
 - Start with the basics
 - Serve your existing patients well!

CREATE CULTURE OF SERVICE & QUALITY?

Accreditation Standards - Surrogate for Quality

Obtain Accreditation - Easy

Sustaining Systems Which Support Quality Beyond Survey
- A Different Story

CHARACTERISTICS OF CULTURE OF QUALITY

Goal Oriented - Common Goal -
Patient Centric

Sincere Effort 'To Do Better'

Team Effort

Frequent & Focused Communication

Consistency in Care (and Service)

SO...HOW DO WE CREATE CULTURE OF QUALITY

Suggestions:

1. **MUST** Have LD Commitment
(GB, GM, MD, ND, at minimum)
2. Medical Staff Buy-in
3. Identify Physician Champions



SO...HOW DO WE CREATE CULTURE OF QUALITY?

Suggestions:

4. Systems/Processes to make it easy for MD to participate
5. Use data ID opportunities to improve
6. Just Culture

SO...HOW DO WE CREATE CULTURE OF QUALITY?

Suggestions:

7. Team Building
8. Understanding Bigger Picture
9. Accountability



HOW DO WE ENSURE QUALITY BETWEEN SURVEYS?

- Accreditor's Expectations Higher Each Accreditation Cycle
- Why?
 - HCO more experienced
 - Better understanding of standards
 - Expect continued improvement
 - Build on previous gains

PROBLEMS

After Initial Accreditation Success,

- Various groups lose interest
- Cooperation declines / stops
- Revert to old ways
- 'Just culture' breaks down, blame, retaliation

SUGGESTIONS

- LD Must Work Harder (GB, GM, MD, ND)
 - Demonstrate commitment
 - Keep focus - the patient, organization-wide performance improvement
- Provide Routine In-services / Education

SUGGESTIONS

- Consider Consultants
 - Periodic site visits - monitor status
 - Mock surveys
- Establish CSR Management Team
- Communicate successes and improvements

MESSAGE TO
FACILITATORS, BROKERS,
INSURERS & OTHERS

PERSONAL EXPERIENCE

AS A CONSULTANT,

AS A VISITOR AND

AS A PATIENT

TURKEY - THE HISTORY



TURKEY - THE CULTURE



TURKEY - THE TOPOGRAPHY



TURKEY - THE TOPOGRAPHY



TURKEY - THE COUNTRY

- GOVERNMENT
- ECONOMY



TURKEY - THE FOOD



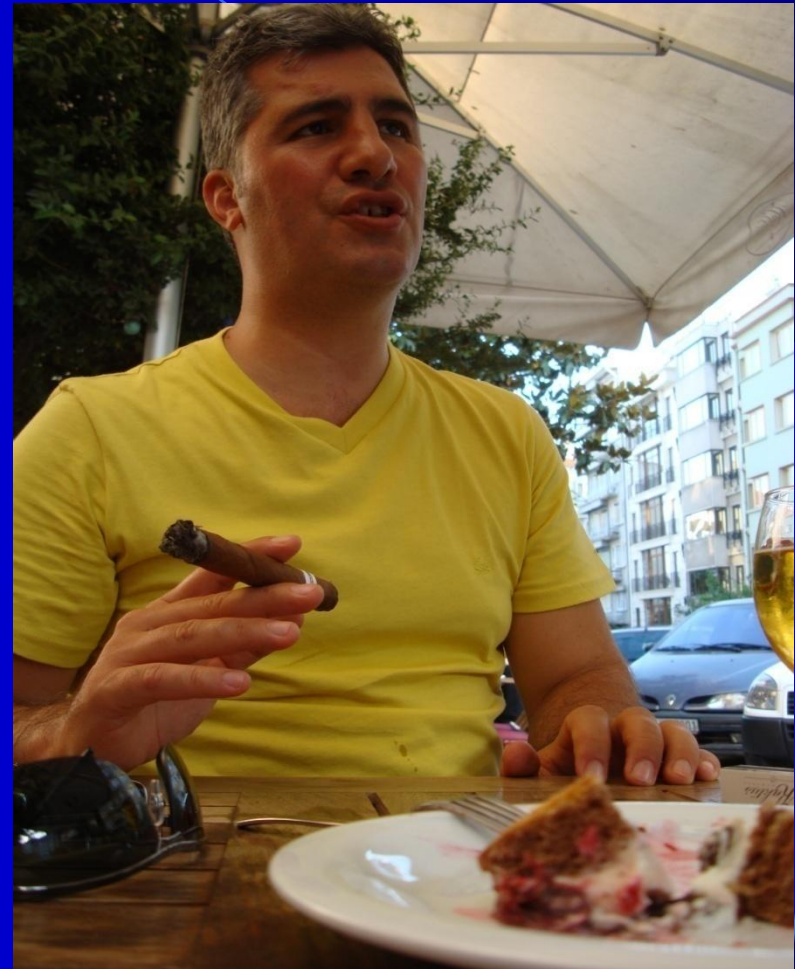
TURKEY - THE FOOD



TURKEY - THE PEOPLE



TURKEY - THE PEOPLE



TURKEY - THE MEDICAL DESTINATION



TURKEY - THE MEDICAL DESTINATION



TURKEY - THE MEDICAL DESTINATION



SUMMARY

THE MESSAGE:

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