

FM in healthcare in the Netherlands

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FM: a strategic issue in healthcare

1960 - 1990: *nurse wakes you at 6.00, before leaving her shift*

2008: *nurse: "what time would you like breakfast, between 7.00 - 10.00?"*

**Waking up is a service,
patient = customer,
hospitals represent hospitality**

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 - 1. Customer friendliness IJsselmeer hospitals
 - 2. Total FM outsourcing Waterland hospital (ISS)
 - 3. RIA / PIPS project St. Radboud University Hospital

I. FM Trends in healthcare in the Netherlands

- Elderly care and Disabled care:
 - decentralisation
 - scaling down organisations >> flexibilisation of services
- Hospitals:
 - Scaling-up organisations,
 - Hospitals stock market in Europe (Scandinavian, Switzerland, Great Britain, Germany)
- Introduction of Marketing concepts:
 - Specialisation in hospital treatments; competition
 - Cost control & contract management
 - Public / private cooperation
 - *Quality & efficiency of care; FM Service concepts*

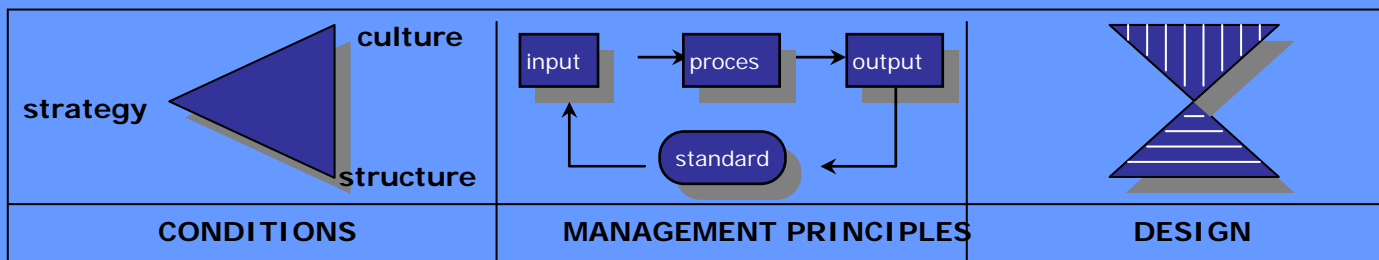
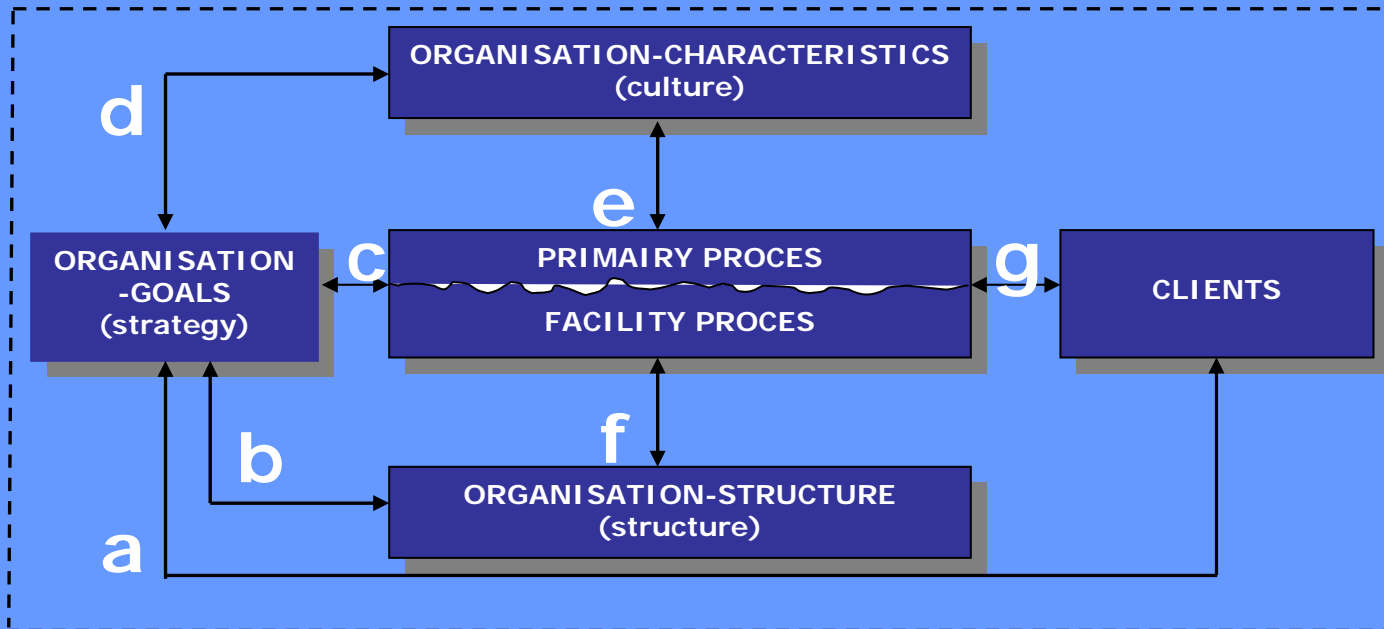
I. FM trends in healthcare in the Netherlands

Service concepts

1. Customer (patient) friendliness
Create the experience of 'safety':
safe feeling = customer (patient) friendly
2. "Healing environment"
3. Extra services



II. Research Model FM – Core business



III. Service concepts FM

Added value for health care in the Netherlands:

1. Customer friendliness
2. Healing environment
3. Services

IV. Customer Friendliness: Why important in healthcare?

*FM research & education gives answers to
new questions:*

- - Changing patients' expectations and demands
- - Theory of the experience economy:
 - Create an experience, on top of the medical treatment: a unique selling point of a hospital
 - Process synergy from the point of view of the end user (patient)
 - The patients' experience will influence the effectiveness and efficiency of treatment

IV. Customer Friendliness

basic principles:

- Customer friendliness > Efficiency
- Loyalty > patient satisfaction
- Patient attitude; doctor asks nurse:
“where’s this leg fracture”?
A patient is more than his aches and pains!

“If Disney ran your hospital”
By Fred Lee (USA)

IF DISNEY
RAN YOUR
HOSPITAL

9½ Things You Would
Do Differently

BY
FRED LEE

Cultural Insights From a
Hospital Executive Who Became
A Disney Cast Member

*“If Disney ran your hospital”
By Fred Lee (USA)*

If hospitals were run by Disney, Fred Lee, a nationally recognized consultant, said they would place their focus on the “experience” to build patient loyalty



IV. Customer friendliness > efficiency

- Customer friendliness makes you more efficient and makes you meet the customers' demands: new market for FM
- Focus on efficiency probably makes you inefficient and client unfriendly

IV. Customer friendliness:

Loyalty > satisfaction

- Compassion: *put yourself in the patients' shoes, is the key issue*
- Satisfied customers score high in satisfaction surveys

IV. Customer friendliness: Patient attitude

Holistic view on mankind:

- freedom of choice,
- self supportiveness,
- anti – hospitalisation strategy

IV. Customer Friendliness

basic principles

Balance between care supply & care demand:

- Task realignment of duties and job- responsibilities between nurses and service (FM) employees
- Classification of Care
(level & intensity; 'Diagnose Treatment Combinations')

Innovation:

Care Hotels for maternity care, rehabilitation, and extra care after medical treatment: focus on:

"Feel good" in stead of "Feel sick"

V. 'Healing environment'

create positive stimuli in the healing process

- Nature
- Daylight
- Fresh Air
- Sound
- Security
- Lay out, furniture, decoration
- Light colours
- Water
- Music
- Adequate climate control





DFM conference 01-02-2008

V. 'Healing environment' the Added Value

Research Results

"Fresh air and a view on nature improve the healing process and raise the satisfaction of nursing staff and doctors"

Authors: "Ulrich en Zimring"

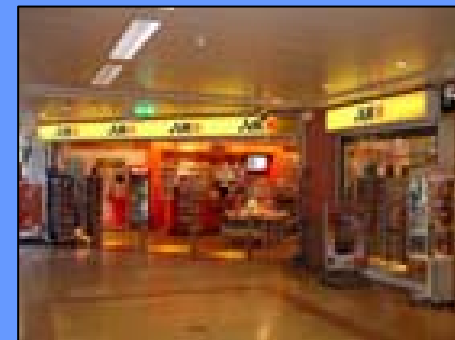


UMC Groningen



VI. Services

- Wellness
- Fitness
- Relaxation
- Food
- Shops
- Restaurant
- Hairdresser's
- Single rooms
- ICT
- Joint Care



VII. Best Practices:

1. Implementation Customer friendliness; IJsselmeer hospitals

1. Hospital strategy; issue > customer friendliness
2. Define vision on care and nursing activities
3. Define service concept Hospital with financials
4. Job description and job valuation (service employees)
5. Consult Works council (reorganisation & recruitment)
6. Recruitment
7. Trainingsplan
8. Organisation manual employees
9. Evaluation

VII. Best Practices

2. Total outsourcing of FM to ISS; Waterland Hospital:

- Service level agreements (SLA's) FM processes and nursing management
- One FM manager for all services
- Quality control system to guarantee the hospital quality standards for outsourced services

VII. Best Practices

3. Research Innovation Tender

Tender pilot projects UMC St. Radboud Nijmegen

- Performance Information Procurement System (PiPS)
 - Past Performance Information (PPI)
 - Risk Assessment Plan (RAP)
 - Key figures interviews
 - Price/performance: value for money
 - E.g.

RESEARCH
PIPS

INNOVATIVE

TENDER

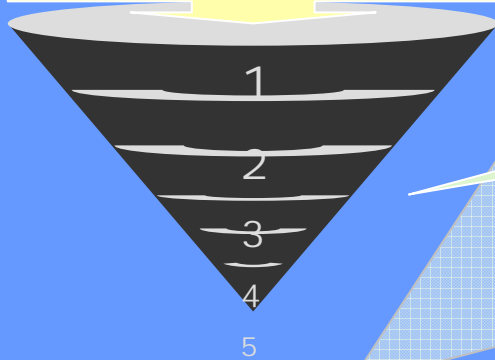
3 PILOT

PROJECTS



PERFORMANCE PRICE
INFORMATION
REQUIREMENTS
SYSTEM QUALITY BASED
FILTERS

CONTRACTORS



SELECTING HIGH PERFORMER

HIGH PERFORMER



ACCOUNTING,
MEASURING,
AND
MONITORING THE PROCESS

BY
THE ACADEMIC MEDICAL CENTRE
SINT RADBOD NIJMEGEN



**PROJECTS
STARTED**



FIRST PIPS
PROCESS IN NL

NEW FOR CLIENT &
CONTRACTORS

CYCLICAL LEARNING PROCESS

Services concepts FM in healthcare

'A wake up call for
FM healthcare Denmark'



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