

Optimization of service quality management in clinical processes

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Abstract. This study aims to explore the specific application and optimization strategies of service management in clinical practice, with the core goal of improving the quality of medical services, enhancing patient satisfaction, and optimizing the allocation of medical resources. Through continuous improvement and optimization of service management strategies, we hope to promote the development of the medical service system towards a healthier and more efficient direction, and provide patients with higher quality and professional medical services. Meanwhile, this effort will also contribute to enhancing the comprehensive competitiveness and social image of medical institutions, laying a solid foundation for building a more harmonious and trustworthy doctor-patient relationship. We believe that through continuous research and practice, we can create a better medical environment for patients and inject new vitality into the development of the medical service industry.

Keywords: service management, clinical process, optimization strategy, medical service quality

1. Introduction

With the rapid development of medical technology and the increasing diversity of patient needs, clinical service management plays an increasingly important role in medical institutions. Service management, as a systematic and scientific management method, aims to improve service quality and efficiency, enhance patient satisfaction and trust. However, in the current medical environment, clinical service management still faces many challenges and problems. The complexity of clinical services increases the difficulty of management. Medical services involve multiple links and departments, requiring close collaboration and cooperation between each link and department. However, due to poor communication and untimely information transmission between departments, the coherence and coordination of clinical services are often affected, which in turn affects service quality and efficiency. The diversification of patient needs poses higher requirements for clinical service management. With the progress of society and the improvement of people's health awareness, the demand for medical services from patients is no longer limited to the treatment of diseases, but more emphasis is placed on the comprehensiveness, personalization, and comfort of services. This requires medical institutions to pay attention to the psychological needs, cultural background, and individual differences of patients while providing basic medical services, in order to provide more caring and human services for patients [1].

The research and optimization strategies of service management in clinical processes are of great significance for improving the quality of medical services, meeting patient needs, optimizing resource allocation, and enhancing the competitiveness of medical institutions. In the future, with the continuous progress of medical technology and the changing needs of patients, we need to continue to pay attention to and conduct in-depth research on new problems and challenges in clinical service management, constantly explore and practice new optimization strategies, in order to promote the healthy development of the medical service system.

2. Literature review

The research and optimization strategies of service management in clinical processes are a complex and important issue, involving multiple aspects such as the quality, efficiency, and patient satisfaction of medical services. In recent years, with the continuous progress of medical technology and the increasing diversity of patient needs, the demand for research and optimization strategies in service management has become increasingly urgent. In existing literature, the application of service management in clinical processes has received widespread attention. Some scholars have conducted empirical research to analyze the impact of service management on the quality of medical services, and found that effective service management can significantly improve the

efficiency of medical services and patient satisfaction. Meanwhile, research has also explored specific implementation strategies for service management in clinical processes, such as process optimization, personnel training, and information technology construction. Despite achieving certain research results, there are still many challenges in the research and optimization strategies of service management in clinical processes. On the one hand, the complexity and diversity of clinical services make service management more difficult, requiring more refined management strategies [2]. On the other hand, existing research mostly focuses on theoretical exploration or case analysis, lacking large sample, multicenter empirical studies to verify the effectiveness of service management strategies. The research and optimization strategies of service management in clinical processes are a continuous development and improvement process. Through continuous exploration and practice, we can make greater contributions to improving the quality of medical services and safeguarding patient rights.

3. Problems in service management in the clinical process

3.1. Insufficient enthusiasm in service attitude is a common problem

In the medical process, patients are often in a sensitive and fragile state, requiring the care and comfort of medical staff. However, some medical staff have a cold attitude in their work, lack enthusiasm for communicating with patients, and even lack patience in answering their questions and doubts, which can make patients feel ignored or neglected, affecting treatment effectiveness and mental health. Medical staff need to communicate with patients in various ways during work, including explaining the condition and treatment instructions. However, some healthcare professionals may express themselves too professionally or simply, leading to patients being unable to understand or misunderstandings, which can affect their treatment confidence and compliance behavior. The lack of enthusiasm in service attitude is an urgent problem to be solved in the clinical process. In the medical environment, patients often face dual physical and psychological pressures [3]. They not only require professional treatment, but also crave the care and warmth of medical staff. In reality, some medical staff exhibit a cold attitude during the service process, lack the willingness to communicate deeply with patients, and even lack patience in answering their doubts and questions. This indifferent service attitude can make patients feel neglected and isolated, leading to a decrease in their confidence and cooperation during the treatment process, thereby affecting the treatment effect and rehabilitation process.

3.2. Service processes are cumbersome and inefficient

The cumbersome and inefficient service process is a prominent problem faced by many hospitals in the clinical process. For patients, seeking medical treatment itself is a physically and mentally exhausting process. If combined with tedious processes and long waiting times, it will undoubtedly increase their burden and affect their medical experience. The unreasonable medical process makes patients feel very inconvenient. In some hospitals, patients often need to travel to multiple departments to complete a series of examinations and treatments. This process design not only increases the physical exertion of patients, but may also lead to information loss or misunderstanding, affecting the continuity and accuracy of treatment. In addition, some hospitals also have cumbersome processes in patient reception, examination, medication collection, and other aspects. Patients need to spend a lot of time queuing up, which not only wastes their time but may also cause dissatisfaction. Low efficiency is also an important factor affecting the patient's medical experience. In some hospitals, the efficiency of medical services is low due to improper allocation of human resources or unreasonable use of equipment [4]. For example, the insufficient number of doctors in certain departments leads to long waiting times for patients; However, some departments may have too many doctors and idle equipment, resulting in resource waste. In addition, some hospitals also have loopholes in internal management, such as poor information transmission and insufficient coordination, which can also affect the efficiency and quality of medical services.

3.3. Unreasonable allocation of medical resources

The unreasonable allocation of medical resources is a major challenge facing the current medical service system. In some hospitals, we can see significant deficiencies or surplus in human resources and medical equipment, which directly affects the quality and efficiency of medical services. The allocation of human resources is particularly prominent. Some departments have a severe shortage of doctors, resulting in patients waiting for too long and sometimes unable to receive timely and effective treatment. This not only increases the patient's pain, but may also worsen the condition, bringing greater medical risks. However, in other departments, there may be an excess of doctors, which not only wastes valuable medical resources but also leads to insufficient workload for doctors, affecting their work enthusiasm and professional level improvement. The configuration of medical equipment also has unreasonable aspects. Some hospitals blindly introduce advanced equipment in pursuit of high-end equipment and technology, but do not fully consider its actual use efficiency and patient needs [5]. These devices may be idle for most of the time, causing significant resource waste. However, other hospitals may be unable to update and maintain existing equipment due to funding shortages and other reasons, resulting in a decline in the quality of medical services.

4. Optimization strategies for service management in clinical processes

4.1. Improving service conditions

Medical staff should enhance their service awareness, recognize their important role in patient rehabilitation, and actively care about the needs and feelings of patients. Secondly, hospitals can strengthen communication skills training for medical staff, help them communicate better with patients, explain the condition and treatment plan in easy-to-understand language, avoid using overly professional terminology, and reduce patient misunderstandings and anxiety. Hospitals can also establish effective incentive mechanisms to encourage medical staff to provide enthusiastic and thoughtful services. For example, a patient satisfaction evaluation system can be established to use patient feedback as an important basis for performance evaluation of medical staff, making them aware of the importance of service attitude for patient satisfaction and hospital reputation. Strengthening the construction of medical ethics and style is also crucial [6]. Medical staff should establish correct values and professional views, prioritize the interests of patients, put patients at the center, and provide humanized medical services. Through the implementation of these measures, we believe that we can gradually improve the service attitude issues in the clinical process, create a warmer and more comfortable medical environment for patients, and promote their early recovery.

4.2. Improving service processes

Hospitals should re-examine and redesign their medical processes, with the needs and experiences of patients at the core, and strive to reduce unnecessary links and inter departmental referrals. By simplifying the process and optimizing the steps, patients can complete treatment more quickly, reducing their commuting and waiting time in the hospital. The rational allocation of human resources and equipment is crucial for improving the efficiency of medical services. Hospitals should strengthen the allocation and management of human resources to ensure sufficient numbers of doctors, nurses, and other medical staff to meet daily medical needs. At the same time, the procurement, use, and maintenance of equipment should also be given sufficient attention to ensure the efficient operation of equipment and the rational utilization of resources, and to avoid wasting or idle resources. Hospitals also need to strengthen internal management and optimize coordination mechanisms. By establishing sound channels for information transmission and communication, we ensure smooth communication between departments, medical staff, and patients, and avoid inefficiencies caused by poor information transmission. At the same time, establish an effective supervision mechanism to track and evaluate the entire medical service process, timely identify and solve problems, and ensure the smooth progress of medical services. Introducing modern information technology is also an effective way to solve the problems of cumbersome and inefficient service processes. Hospitals can use information technologies such as electronic medical records and online appointments to simplify the medical process, reduce the use of paper documents, and improve service efficiency. Patients can make appointments, check their condition and treatment progress through online platforms, reduce waiting time in queues, and improve the convenience and transparency of medical treatment. To solve the problems of cumbersome and inefficient service processes, hospitals need to start from multiple aspects. By redesigning the medical process, strengthening resource and internal management, and introducing modern information technology methods, hospitals can provide patients with more efficient and convenient medical services, and improve their medical experience.

4.3. Improving resource allocation

The unreasonable allocation of medical resources not only affects the patient's medical experience, but may also pose a threat to the stability and sustainable development of the entire medical service system. Therefore, we need to take practical and effective measures to address this issue. The government should increase investment in medical resources and improve the overall level and quality of medical services. At the same time, it is necessary to strengthen the supervision and evaluation of the use of medical resources, ensuring that resources are reasonably allocated and efficiently utilized. Hospitals should also actively take measures to optimize resource allocation. For example, a scientific doctor scheduling system can be established to reasonably arrange the working hours and workload of doctors, ensuring that patients can receive timely and effective treatment. In addition, equipment management and maintenance can be strengthened to improve the efficiency and lifespan of the equipment. Solving the problem of unreasonable allocation of medical resources requires the joint efforts of the government, hospitals, and all sectors of society. By increasing investment, strengthening supervision, and optimizing resource allocation, we can gradually improve the current status of the medical service system and provide patients with higher quality and efficient medical services.

5. Conclusion

Service management plays a crucial role in the clinical process. By optimizing the management of human resources, medical equipment, and service processes, the efficiency of medical services and patient satisfaction can be effectively improved. However, there are still many problems in current clinical service management, such as insufficient service attitude, cumbersome service processes, low efficiency, and unreasonable allocation of medical resources. These issues not only affect the patient's medical experience, but may also have negative impacts on treatment effectiveness and medical safety. The research and optimization

strategies of service management in clinical processes are of great significance for improving the quality of medical services and safeguarding patient rights. By implementing targeted optimization strategies and continuous improvement, we can promote the healthy development of the medical service system and provide patients with higher quality and efficient medical services.

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