

The Implementation of E-Booking in a Hospital

Sotnikova Christina¹, Stokou Eleni², Ntalianis Klimis³, Stratikis Nikos⁴, Kelesi Martha⁵, Fasoï Georgia⁶

Abstract

In recent years there has been a growing demand for online services. These web services include online shopping and booking, internet telephony, audio and video streaming, email, social networking, information retrieval and more. In an effort to meet the ever increasing demands of these various applications, the e-service providers strive to provide users with multiple services, simplifying procedures and facilitating access to them. This article introduces the idea of creating an electronic platform - application, such as E - Booking in a hospital in order to provide citizens with the opportunity to book easily and quickly a room of their choice, with the benefits of their choice in a hospital.

Keywords: E-booking, hospital, health system, cost benefit, simplifying procedures, new technologies.

¹ Nurse, MSc (c), Neurosurgery Clinic, Red Cross Hospital, Athens, Greece.

² Phd in Health Management, National & Kapodistrian University of Athens.

³ Professor, Department of Marketing, University of West Attica, Athens, Greece.

⁴ Sports performance coach, National athlete and sports University of Greece.

⁵ Professor, Department of Nursing, University of West Attica, Athens, Greece.

⁶ Professor, Department of Nursing, University of West Attica, Athens, Greece.

1. Introduction

Investing in new technologies that help simplify procedures, an electronic platform like E - Booking in a hospital, could facilitate the access of citizens to it, as well as providing a complete picture of space and hospital services. This application would allow citizens quickly and easily book a room of their choice, with the benefits of their choice, as well as conduct some tests using the Social Security Number (AMKA) for identification. The Coombes 2004 [1], indicating the unique identification number of a relevant program in Great Britain. Of course, the reason is always for scheduled admissions and surgeries, in a private initial hospital. A similar effort is found in the literature by Nicholson et al., 2006 [2], who conducted an 11-month pilot study in Queensland, Australia, where it was possible to immediately refer patients with cancer to the Hospital, from the GP's computer thereby reducing the bureaucratic procedures of the admission system and expedite the patient's contact with the physician of appropriate expertise.

Although there is sufficient literature on data exchange models and integrated hospital systems, there is limited literature that describes successful clinical practice solutions that enhance the transfer of information across the healthcare spectrum [2], [3], [4].

2. Purpose

The purpose of this application is to create a direct client-patient relationship with the hospital facilities. In addition to this, to save time, reduce stress and hassle of client-patient as well as to facilitate the hospital staff (Patient Admission Office, nurses and other services) at hospitalization.

3. Main Part

3.1 Implementation

Implementation of E - Booking could initially be done by mapping and photographing all areas of the hospital. Then create a website and subsequently an application that will be simple and easy to use [5], [6].

3.2 Marketing

The market orientation is a central interest of innovation scholars and practitioners. Realizing the performance impact of market orientation depends on know-how deployment processes and their complementarities in functional areas such as marketing and innovation that co-align with market orientation [7], [8].

- 10% - 30% discount for online booking clients-patients. The discount may involve laboratory tests or the cost of the room for example [9].
- In case of inability to move, there will be the possibility of free pick-up from the house of the client-patient and transporting to the hospital by ambulance.
- Free annual check-up as a bonus for clients-patients [10], [11].

- Greater discount and availability of a number of beds to consistent co-operating physicians (those who follow schedules, release beds in case of cancellation of admission) [7], [8].

4. Advantages

Such an effort would have many advantages not only for the client-patient but also for the hospital itself.

4.1. Benefits for the client-patient

- The client-patient feels more secure, more informed and calm as their anxiety about the unknown reduces [12].
- An image is formed of the place to be hosted and the services provided to the client-patient or one of his family member in such a stressful period [12].
- Reduces the patient-client's time of stay and hassle, as well as the working time of personnel in patient admission office during data entry, as e-booking will be done by the client-patient himself or by the doctors' secretariats [2].
- The option of choosing any private hospital serving the client - patient is created.
- Check prices from client-patient for ease of repayment, as he will be aware of their hospitalization costs from the beginning. More specifically, with this application the client-patient will be able to choose whether or not some benefits (for example, meal charges).

4.2. Advantages/Benefits for the hospital

- Immediate control of number of scheduled admissions [9].
- Full bed booking schedule for at least 3-4 months in advance.
- Controlling financial revenue-expenditure on scheduled admissions [9].
- Direct, timely and better notification of any cancellation of the surgery by the hospital to the client-patient as well as by the physician to the hospital, with time locks. In the event of a timely notification of a possible cancellation for any reason, from the hospital side to the client-patient, compensation may be either financial, discounted hosting costs, free annual check-up or more. In the event of the doctor not informing the hospital in a timely manner, sanctions are followed according to the procedure of each hospital [10], [11], [13].

4.3. Cost of implementation

Regarding the cost of implementation it will depend on the company that will undertake the creation of the website and will include:

- Programming and application design [6].
- Digitization of spaces (mapping and 3D photography) [5].

- Maintenance for updates, communication and optimal application functionality.

5. Conclusion

The implementation of a similar application could ensure customer satisfaction and thus reduce stress, minimize waiting and improve hospitalization. In addition, it could provide better and more effective hospital planning, safer management of human and material resources as well as simplification of admission procedures and easy access.

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