

# Group 4





## POLICY BRIEF



### TIME AND MOTION STUDY: TOWARDS ESTABLISHING STANDARDS IN FRONTLINE SERVICES TIME EFFICIENCY IN PHILHEALTH REGIONAL OFFICE VI — LOCAL HEALTH INSURANCE OFFICE — ILOILO CITY AND ITS RELATIONSHIP TO CLIENT SATISFACTION AND EXPERIENCE.

#### I. Rationale

Citizens often visit government agencies to transact businesses and utilize services, requests for issuance of documents and other essential matters. The government is instituted for its citizens, to protect and to promote the general welfare and rights of the public.

It functions for the good of its citizens without any purpose to abuse power and personal gain.

Given the crucial and important role of the government, one who is working and paid by the people must have the heart for the people, passion and willingness to serve and must have high sense of accountability. PhilHealth Frontline Service

PhilHealth Frontline Service in line with President Rodrigo Duterte's call for transparency, accountability, faster transactions and customer satisfaction in the government service, the state-run health insurer is continuously improving its frontline services for the benefit of its 93 million members and their dependents.

On PhilHealth's service delivery infrastructure, seventeen (17) Regional Offices, five (5) Branches and 101 Local Health Insurance Offices (LHIOs) strategically located nationwide enable the Philippine Health Insurance Corporation (PhilHealth) to immediately attend to the needs of its members, whether these are for membership or benefit availment concerns.

To further extend its service accessibility, service desks were put up inside the malls, making PhilHealth one of the few government agencies that have done so. From eleven (11) PhilHealth Express outlets in 2012, the number grew to 63.

Today, these Expresses are now located not only inside malls but in municipal or city halls, hospitals, city public libraries and in other areas with high volume of foot traffic. PhilHealth's availability is now felt wherever and all the time.

It is nice to know, some of the LHIOs provided additional facilities for members. Breastfeeding corners, diaper changing room, prayer room and kiddie nooks for children are provided for the convenience of the members who need to attend to their children while transacting business with PhilHealth. Truly an innovative way of demonstrating understanding of its members' needs.

As an affirmation of the excellent quality of service being rendered by PhilHealth's frontline personnel, the Civil Service Commission has repeatedly recognized PhilHealth's efforts to serve its clientele.



There is a 17% increase in the offices which were conferred with Excellent Ratings. From 66 PhilHealth offices in 2014, 88 offices nationwide were conferred with Excellent Ratings in the 2015 Anti-Red Tape Survey. Fifteen offices were also awarded with the CSC's Seal of Excellence award in 2014.

To stay even more relevant, PhilHealth made sure that its presence was felt where it is most needed. In its initiative, it stationed 585 proficient registered nurses in several Levels 2 and 3 hospitals nationwide to address queries and assist members in availing themselves of their benefits. Known as the PhilHealth CARES (Customer Assistance, Relations and Empowerment Staff), these nurses also proactively provide information and updates to patients, conduct exit surveys and make the member experience at point-of-service truly pleasant.

In tandem with efforts to enhance its physical presence and infrastructure set-up in strategic areas, PhilHealth started the offline and online customer management.

Through its Corporate Action Center (CAC), PhilHealth is able to speedily act on member inquiries, comments, suggestions and complaints received primarily through (02) 441-7442. Electronic mails received through [actioncenter@philhealth.gov.ph](mailto:actioncenter@philhealth.gov.ph) are also addressed automatically, monitored and analyzed to ensure that customer satisfaction is achieved.

Keeping PhilHealth's Social Media Unit and CAC busy are the numerous inquiries posted by our millennials and technology-savvy members on its official Facebook page: [www.facebook.com/PhilHealth](http://www.facebook.com/PhilHealth) and Twitter account: @teamphilhealth.

Walk-in clients and referrals from different offices are also focused and catered to by competent CAC staff, while members' feedbacks received through other platforms or through the President's Hotline 8888 are being welcomed and attended to with as much enthusiasm by the CAC personnel.

PhilHealth's two website innovations are still being heavily used by PhilHealth members needing immediate information about their coverage. The All Case Rates Search Engine enables members and non-members to search for the amount of benefit that PhilHealth pays for a certain compensable medical or surgical condition.

The search engine facility is very useful for members who do not have much time to call the PhilHealth office for their information needs. On the other hand, the Member Inquiry facility allows members to check and see on their membership information and posted premium contributions, a pro-active move that aims to prompt members to update their membership records, as well.

Members may also check out [www.philhealth.gov.ph](http://www.philhealth.gov.ph) for information about PhilHealth, from membership, benefits, policies, contributions and updates.

Indeed, there is no halting PhilHealth, where pleasing its customers is concerned. With the trust and confidence bestowed on it by its 93 million members over the last 21 years, it will continue to uphold the highest quality of public service that its members so well deserve. (END) (Pinky G. Aragon)

Why this study?

Last June 8, 2022, two personnel from the Anti-Red Tape Authority or ARTA visited LHIO Iloilo City to conduct its first inspection of our frontline service office.

The Anti-Red Tape Act of 2007 (Republic Act No. 9485). Republic Act No. 9485 aims "to promote transparency in government with regard to the manner of transacting with the public by requiring each agency to simplify frontline service procedures, formulate service standards to observe in every transaction and make known these standards to the client."



The inspection report specifically requires that time for every transaction which includes waiting time should also be stated in the Citizen's Charter. Unfortunately for PhilHealth Regional Office VI, no such data exist. Thus, when Philhealth Studies was called this year, it is only fitting to finally conduct a research study on this. This study primarily aims to quantify the time element needed to complete various transactions or request of clients for purposes of publishing such data in the Citizen's charter as required by ARTA. Furthermore this study aims to establish the effect of transaction time to client satisfaction and experience.

**Objectives:**

Primarily to measure the processing time of each frontline service being offered. Measure the waiting time a client must endure to finish a transaction. Establish a pattern if any regarding clients behavior in availing frontline services. Determine clients experience/ satisfaction on the frontline services of LHIO Iloilo City and establish a pattern of satisfaction in relation to processing time of service availed if any. And lastly to come up with recommendations to eliminate problems encountered.

**II. Methodology**

This study employed both quantitative and qualitative data. Quantitative because time bound data from our queuing server will be utilized to determine time frame of the amount of time needed to complete various frontline services of LHIO Iloilo City. Qualitative because we also collected data from clients relating to their satisfaction and experience using a semi structured survey questionnaire.

For the time and motion study, queuing time records from queuing server was retrieved starting September 1, 2022 to October 21, 2022. For the client satisfaction and experience data, survey was conducted starting October 11, 2022 to October 21, 2022.

Service time log from queuing server provided by IT personnel. Sample size:all data logs from September 1-October 21, 2022

**III. Findings**

In terms of data:

MDR Printing has the highest count of transactions. Friday has the most transactions while Tuesday has the least transactions. More transactions with longer service times in Mondays. First and last weeks of the month have the most transactions. Hours between 10-12 NN have the most transaction. Majority of clients are satisfied on 8-9 am

Observations from data

There is nothing lacking in terms of manpower during Mondays - Manpower is the same throughout the week). System problems don't only occur in Mondays. There is no increase in quantity of transactions during Mondays. The frequency of transactions with longer Service Time being availed by clients are more likely to occur during Mondays compared to any other days

Client Satisfaction Survey:

A total of 240 clients served as respondents for a survey on frontline service satisfaction and experience. Respondents are Clients who visited the PhilHealth office to do any of the following transactions: Id Printing, MDR Printing, Payment, Registration and so on. Office Facilities, Frontline officers, Waiting Time, overall experience yields positive response from the clients. They also have nothing to recommend for improvement, but some do request for online scheduling or online transactions

#### **IV. CONCLUSION**

The cause of longer waiting time and therefore longer transaction time during Mondays. We realized that certain transactions requires more service time to complete compared to any other transactions availed by the clients. With this in mind we tried to compute and compare which transaction are availed most on Mondays compared to other days.

From the above graph, data shows that during Mondays, more clients availed of Inquiry-Benefits service wherein service time is computed with 22 minutes per Inquiry. In comparison, Inquiry Benefits transaction only occurred 6 times in Tuesdays, 12 times in Wednesday, 4 times in Thursdays and 15 times in Fridays.

#### **V. RECOMMENDATION:**

To improve frontline services and reduce waiting time especially during Mondays, the office must de-clog demand for Benefits Inquiry and other services by:

Provide additional lanes during Mondays.

Provide other means of information dissemination like an online application (APP) for online inquiries.

Encourage clients to also transact at other PhilHealth offices located throughout the city through digital signage, banners, infomercials, social media.

Intensify Social Media presence for online inquiries.

Strengthen provision of Bulletin Board as info corner of PhilHealth by our accredited Health Facilities.

Augmentation of frontline staff to support/ relieve frontline personnel during peak hours / lunch break to ensure full capacity of windows especially during Mondays.

Adoption/ intensify online services (e-payment, e-inquiry, e-registration).

Additional study or revalidation after interventions are implemented.





You may also visit us at the following PhilHealth Offices:

1. PhilHealth Megaworld
2. PhilHealth Robinson's Iloilo
3. PhilHealth Robinson's Jaro



**WE ARE  
ONLINE**

 PhilHealthofficial  
  teamphilhealth  
 actioncenter@philhealth.gov.ph