

| Course Description | | | | | |
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| Name | Code | Semester | T+A Hour | Credit | ECTS |
| PATIENT RELATIONSHIP MANAGEMENT | SKİ2142130 | Fall Semester | 2+0 | 2 | 5 |
| Prerequisites Courses | | | | | |
| Recommended Elective Courses | Non | | | | |
| Language of Instruction | Turkish | | | | |
| Course Level | Short Cycle (Associate's Degree) | | | | |
| Course Type | Required | | | | |
| Course Coordinator | Assist.Prof. Uygur ÜSTÜN | | | | |
| Name of Lecturer(s) | Lect. İlknur FİL | | | | |
| Assistant(s) | Non | | | | |
| Aim | This course aims to develop patient relations and evaluate dimensions of patient relationship management in health organizations. | | | | |
| Course Content | This course contains; 1. Concepts and Features of Patient Relationships,2. Creating Patient Satisfaction and Patient Loyalty,3. Patient relationships and Interactive Marketing,4. Total Quality Management in Sales and Marketing,5. Creating Value for Patient,6. Lifetime Value of Patient,7. Quality of Patient Service- System of Patient Service,8. Patient Retention Model,9. Improving Patient Retention Models,10. Addressing Patient Complaints,11. Measure of Patient Relationships,12. Spread of Patient- Oriented Culture,13. Blocks in Cultural Changes,14. Patient- Oriented Change Management. | | | | |
| Course Learning Outcomes | | | Teaching Methods | Assessment Methods | |
| 1.Explain the concepts and features of patient relations. | | | 10, 16, 9 | A | |
| 2. Apply activities of creating patient relation loyalty. | | | 10, 16, 9 | A | |
| 3. Example how to build patient satisfaction | | | 10, 16, 9 | A | |
| 4. Evaluate patient acquisition and retention patient activities. | | | 10, 16, 9 | A | |
| 5. Develop retention patient program | | | 10, 16, 9 | A | |
| 6. Example patient complaints. | | | 10, 9 | A | |
| Teaching Methods | 10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method | | | | |
| Assessment Methods | A: Traditional Written Exam | | | | |
| Lecture Schedule | | | | | |
| Sequence | Topics | Preliminary Preparation | | | |
| 1 | 1. Concepts and Features of Patient Relationships. | Reading Lecture Notes | | | |
| 2 | 2. Creating Patient Satisfaction and Patient Loyalty | Reading Lecture Notes | | | |
| 3 | 3. Patient relationships and Interactive Marketing | Reading Lecture Notes | | | |
| 4 | 4. Total Quality Management in Sales and Marketing | Reading Lecture Notes | | | |
| 5 | 5. Creating Value for Patient | Reading Lecture Notes | | | |
| 6 | 6. Lifetime Value of Patient | Reading Lecture Notes | | | |
| 7 | 7. Quality of Patient Service- System of Patient Service | Reading Lecture Notes | | | |
| 8 | 8. Patient Retention Model | Reading Lecture Notes | | | |
| 9 | 9. Improving Patient Retention Models | Reading Lecture Notes | | | |
| 10 | 10. Addressing Patient Complaints | Reading Lecture Notes | | | |
| 11 | 11. Measure of Patient Relationships | Reading Lecture Notes | | | |
| 12 | 12. Spread of Patient- Oriented Culture | Reading Lecture Notes | | | |
| 13 | 13. Blocks in Cultural Changes | Reading Lecture Notes | | | |
| 14 | 14. Patient- Oriented Change Management | Reading Lecture Notes | | | |
| Evaluation Methods | | Weight(%) | | | |
| Midterm Exam | | 40 | | | |
| General Exam | | 60 | | | |

| Resources |
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| Lecture notes Don Peppers, Martha Rogers, Müşteri İlişkileri Yönetimi, Optimist Yayınları, 2013 Yavuz Odabaşı, Satışta ve Pazarlamada Müşteri İlişkileri Yönetimi, Aura Kitapları, 2015 |