

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