

**Vocational School / Management of Health Facilities**

**2022 - 2023 Academic Year**

**PATIENT RELATIONSHIP MANAGEMENT**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
PATIENT RELATIONSHIP MANAGEMENT	SKİ2142130	Fall Semester	2+0	2	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>	Non				
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	Short Cycle (Associate's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Lect. İlknur FİL				
<b>Name of Lecturer(s)</b>	Assist.Prof. Nihal SUNAL				
<b>Assistant(s)</b>					
<b>Aim</b>	This course aims to develop patient relations and evaluate dimensions of patient relationship management in health organizations.				
<b>Course Content</b>	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.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Student will able to			1, 10, 3	A	
1. Perform development methods of patient relation activities			1, 10, 2, 3	A	
1.1. Explain the concepts and features of patient relations.			1, 10, 2, 3	A	
1.2. Apply activities of creating patient relation loyalty.			1, 10, 2, 3	A	
1.3. Example how to build patient satisfaction			1, 10, 2, 3	A	
2. Evaluate patient acquisition and retention patient activities.			1, 10, 3	A	
2.1. Describe retention patient model.			1, 10, 2, 3	A	
2.2. Develop retention patient program			1, 10, 3	A	
2.3. Example patient complaints.			1, 15, 2	A	
3. Sort measuring methods of patient relation activities.			1, 10, 3	A	
3.1. Apply patient relationship survey			1, 10, 2, 3	A	
3.2. Make focus group interviews.			1, 10, 3	A	
3.3. Use critical incident technique			1, 10, 15, 2	A	
<b>Teaching Methods</b>	1: Lecture, 10: Brainstorming, 15: Problem solving, 2: Question - Answer, 3: Discussion				
<b>Assessment Methods</b>	A: Written Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
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			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

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