



Introduction

Staff engagement is important as it creates a positive work environment, improved employee satisfaction and retention. As the saying goes “happy staff, happy patient”, this is especially crucial for doctors as they play a critical role in patient’s recovery.

Problem Statement

There have been many platforms for staff engagement in CGH, such as Town Halls and dialogue sessions, however, it was difficult to arrange one for doctors, mainly due to their busy schedule. The 2022 Pulse survey showed that there was a drop in doctors’ satisfaction, hence giving a stronger impetus to engage doctors.

Methodology

Coffee brings people together, oils the brain and activate the brain cells to respond with constructive ideas and suggestions.

The “**Conversations with Doctors, Coffee with CEO**” program started in March 2023 with the aim to bring doctors together for a casual chat with CEO.



Delivering coffee with passion and excellent service



Results



5 coffee sessions since March 2023 (6 more planned for 2023)



Attended by over 50 doctors of varying seniorities



18 Ideas and feedback raised, most were answered on the spot

Feedback from participants:

100% of the doctors who participated indicated it was a meaningful session, they appreciated the senior management’s time and sincerity in listening to their concerns and finding a solution to the issues brought up.



Common issues raised:

Manpower, especially junior doctors

Career development and opportunities in non-clinical area

Staff morale & well-being

2-way conversation

By having a casual coffee chat, it also provided an opportunity for our senior management to:

- Address concerns immediately
- Explain the challenges faced ongoing actions taken

Conclusion

A 2-way communication is essential in organizational success. The ‘Conversations with Doctors, Coffee with CEO’ programme provides a safe, casual, yet effective way to engage all groups of doctors, hence improving doctor’s engagement and satisfaction.

