



Kaohsiung Veterans General Hospital

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Frontline Micro-Interactions at Outpatient Front Desks: Development and Validation of a Patient Experience Scale Across Multiple Clinics in a Health Promoting Hospital

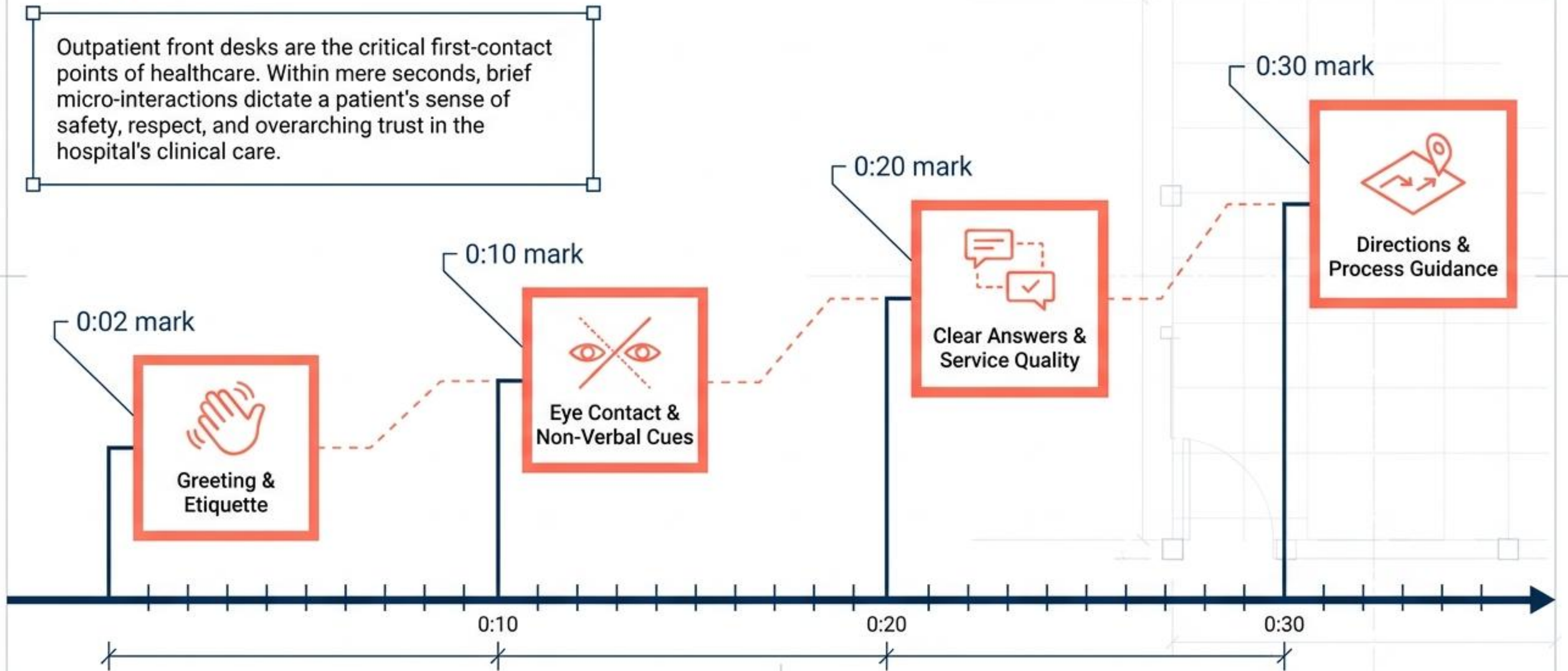
A Southern Taiwan Medical Centre Study

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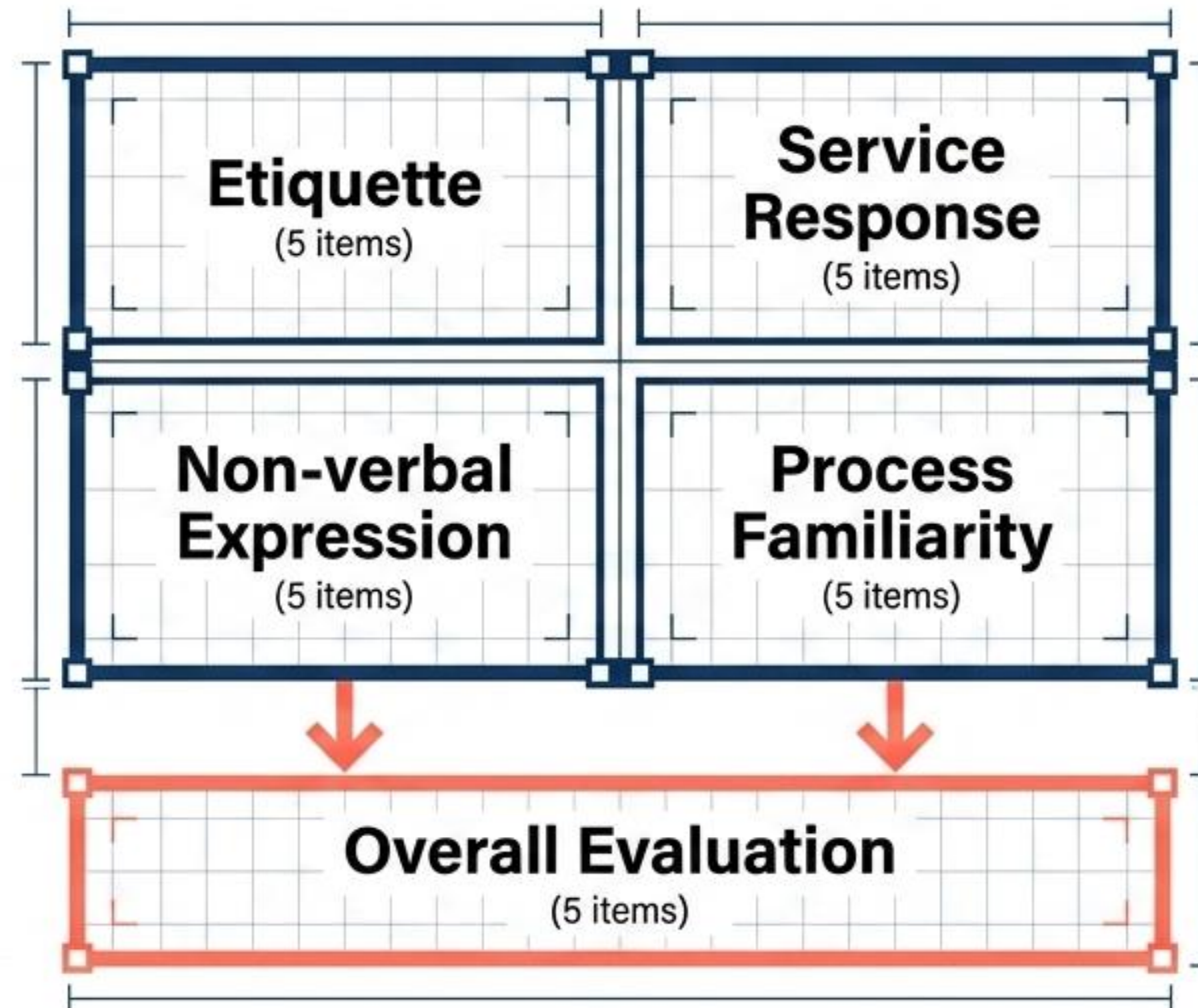
The 30 Seconds That Shape Patient Trust

Outpatient front desks are the critical first-contact points of healthcare. Within mere seconds, brief micro-interactions dictate a patient's sense of safety, respect, and overarching trust in the hospital's clinical care.



Engineering a Measure for Empathy

Translating abstract HPH principles into observable, quantifiable indicators. Designed for adult **outpatients**, this 5-point **Likert** scale transforms fleeting frontline interactions into actionable structural data.

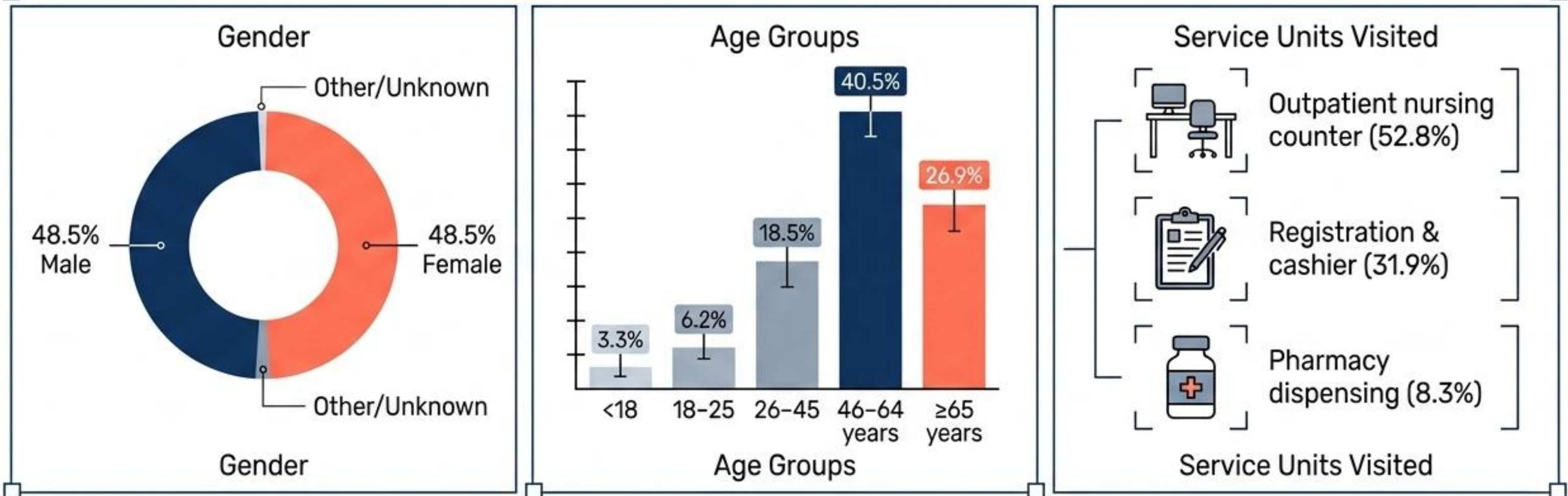


The Patient Profile: Defining the Baseline

The scale was validated across diverse outpatient touchpoints, capturing a primarily mature patient base navigating complex, multi-stop hospital visits.

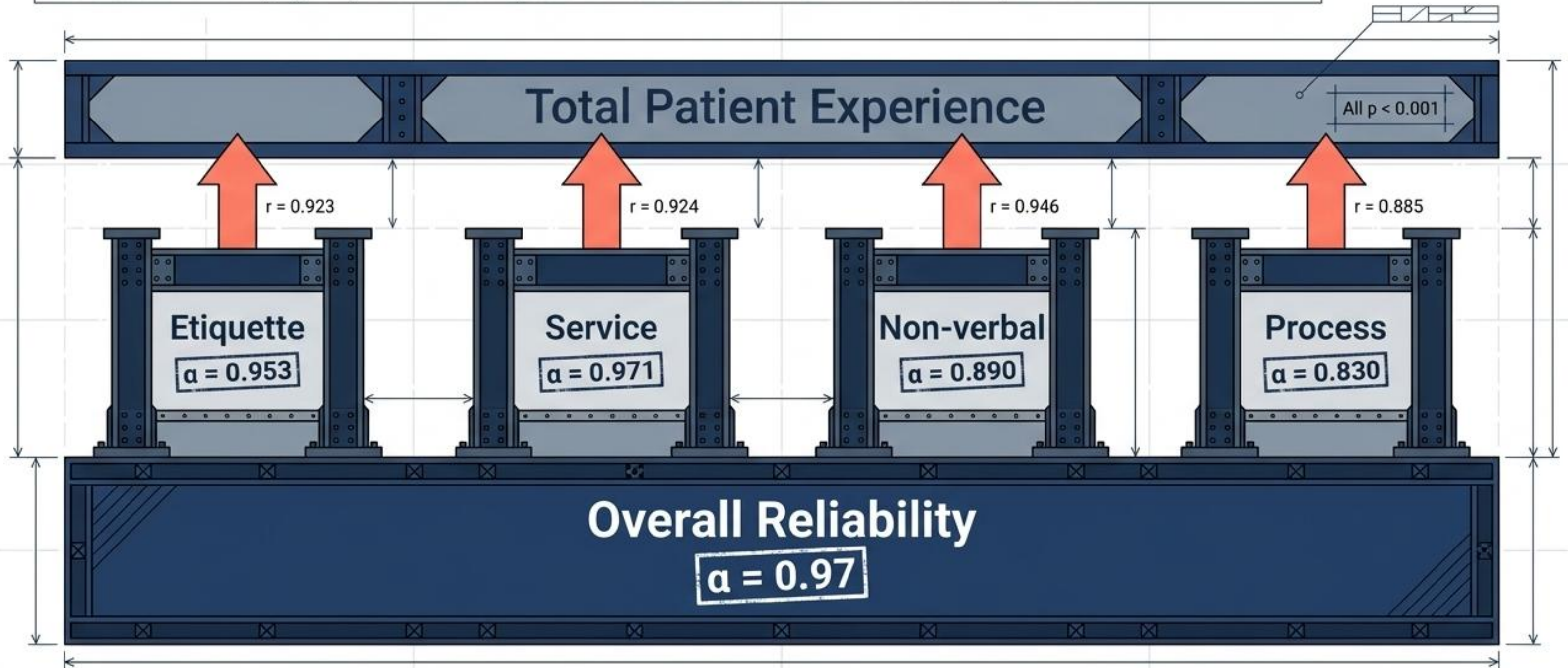
Patient Profile Dashboard

N = 301 Valid Questionnaires (Public hospital in southern Taiwan)



The Structural Integrity of the Experience Scale

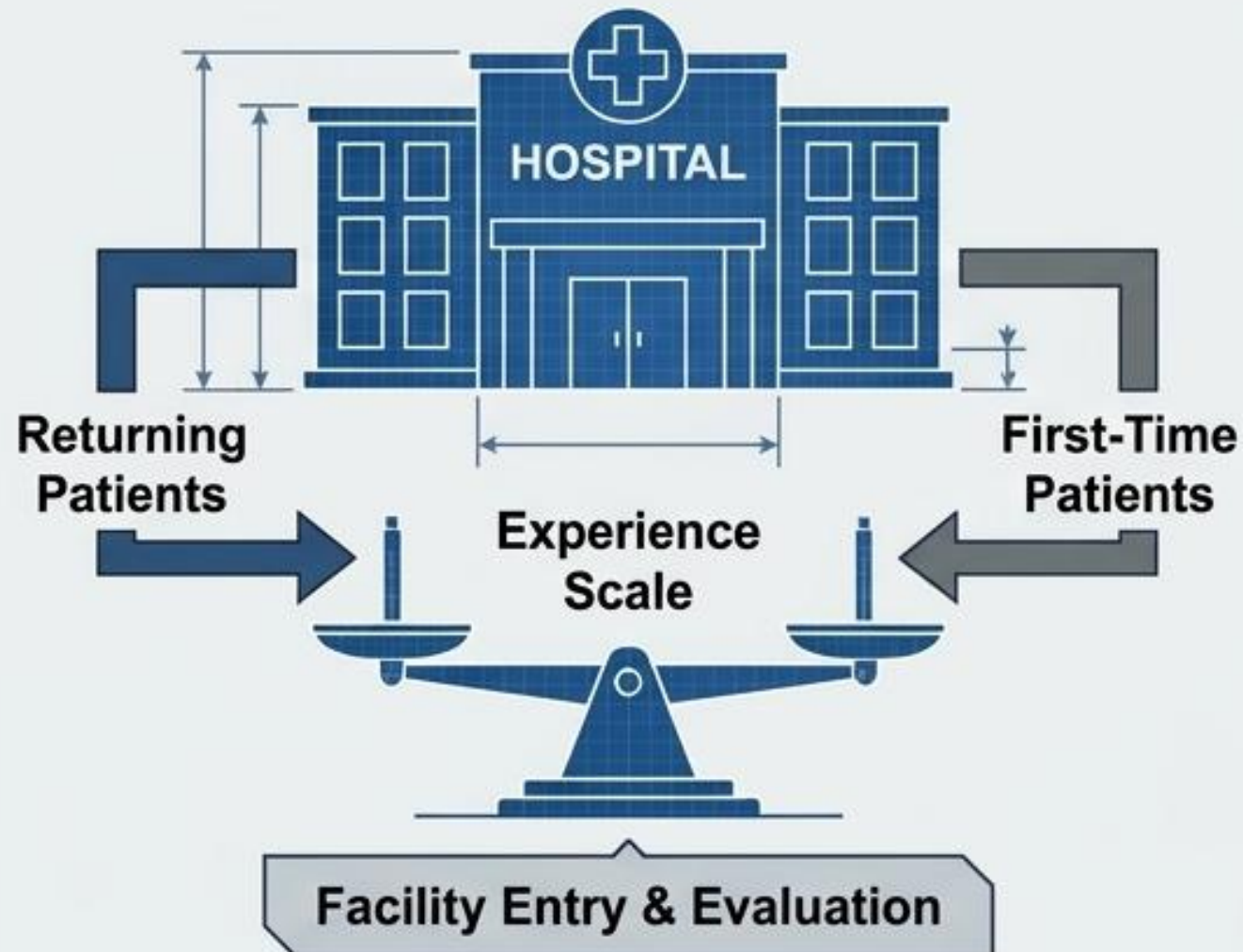
The mathematics of trust. The scale exhibits exceptional internal reliability, proving that mastering frontline micro-interactions is nearly synonymous with the patient's total evaluation of their hospital experience.



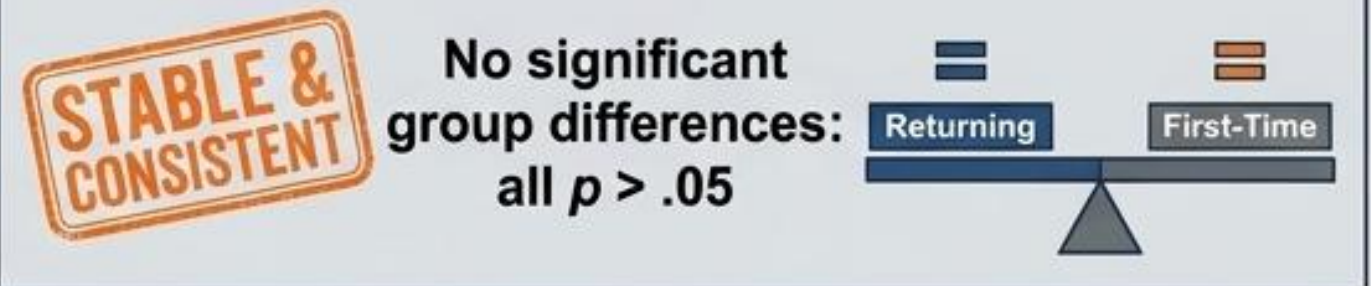
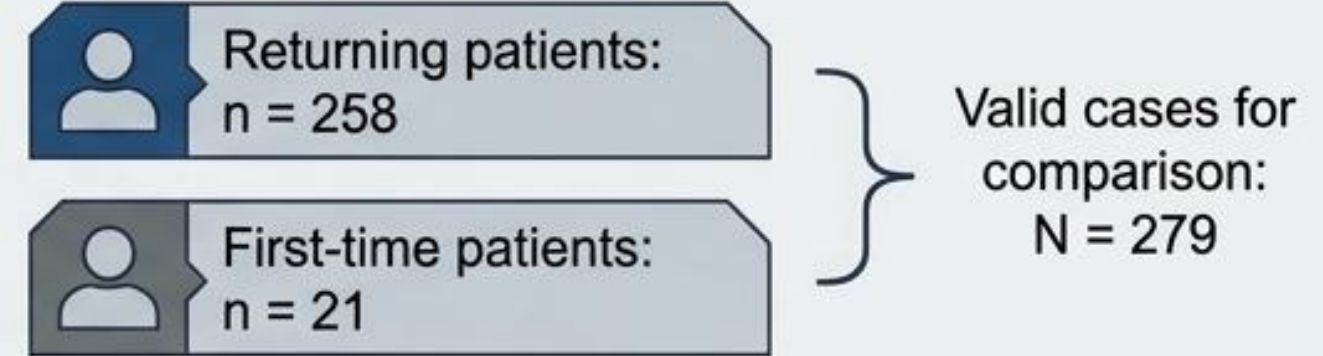
Stable Experience Scores Across Returning and First-Time Patients

Returning patients accounted for the majority of respondents. Experience scores were comparable between returning and first-time patients across etiquette, service response, non-verbal expression, process familiarity, overall satisfaction/loyalty, and total experience score, with no statistically significant differences observed.

Patient Flow Comparison



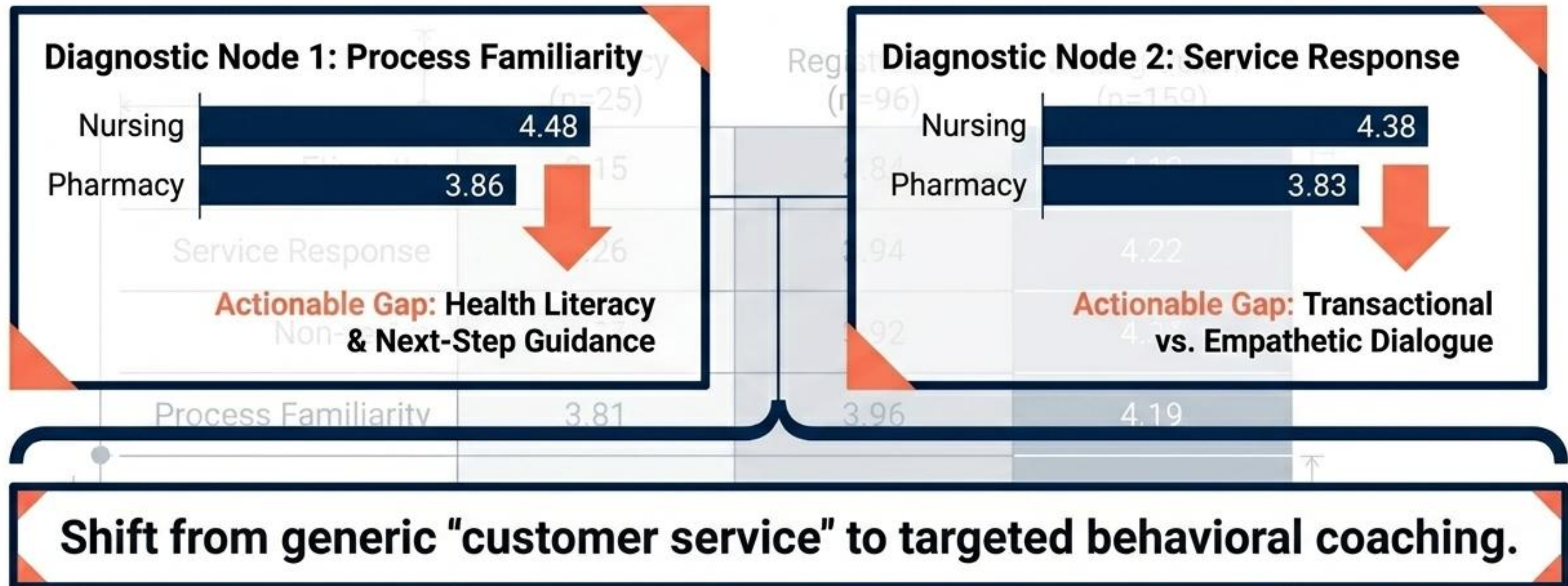
Comparative Analysis & Findings



These findings suggest that the outpatient front-desk experience scale captures stable and comparable patient perceptions across visit-status groups, supporting its use for routine monitoring and quality improvement.

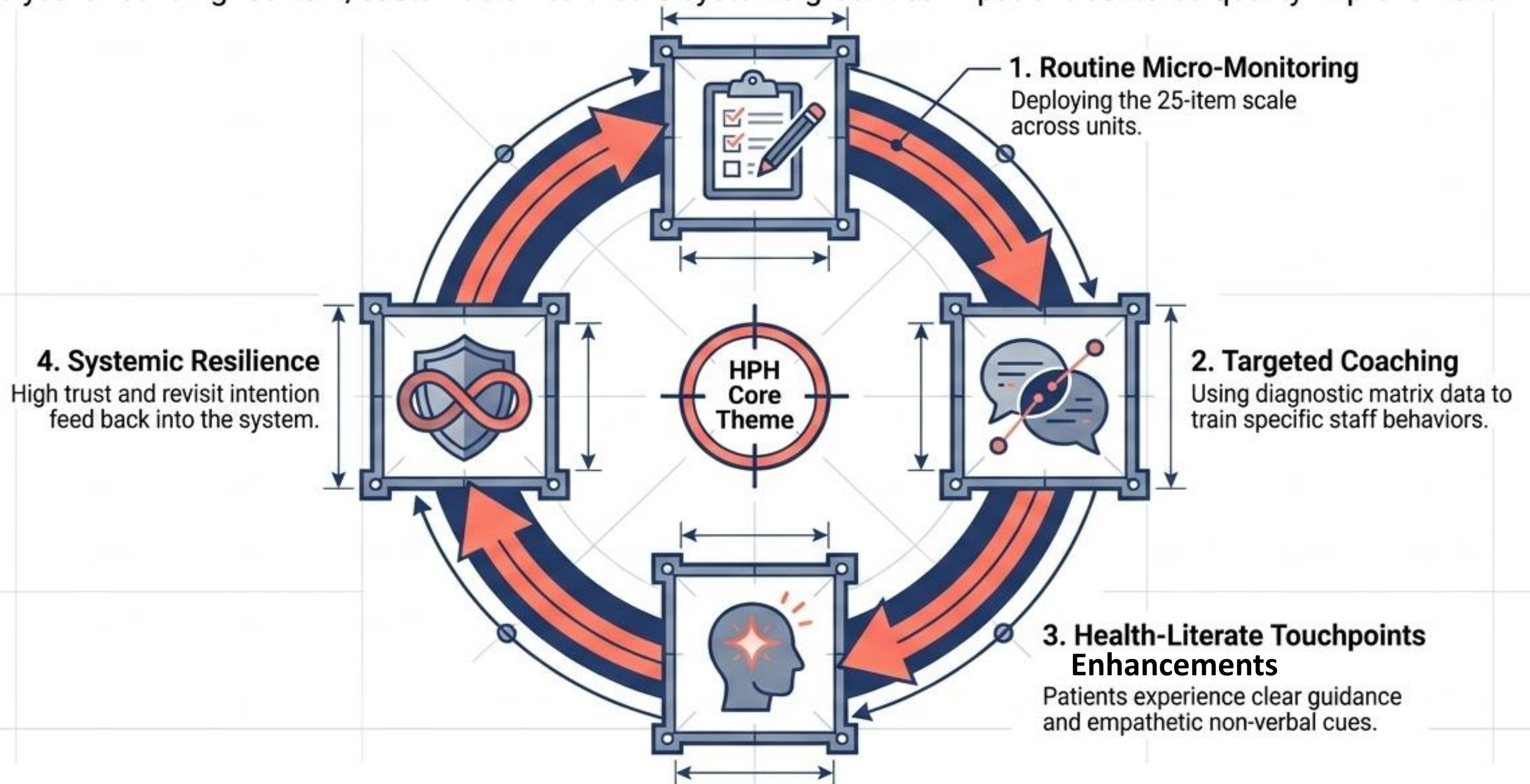
Precision Insights for Targeted Coaching

The data dictates the training. The severe gap in Process Familiarity indicates that while nursing counters excel at guiding patients through steps, pharmacy interactions remain transactional. QI teams can now deploy targeted coaching on health-literate process guidance at the pharmacy level.



The Health-Literate Touchpoint Flywheel

Transforming passive surveys into an active engine. The 25-item scale is not just a measurement tool; it is the catalyst for building resilient, sustainable healthcare systems grounded in patient-centered quality improvement.



Operationalizing the Blueprint

Measurement is the prerequisite to mastery. It is time to treat the frontline micro-interaction with the same structural rigor as clinical care.



Monitor Systematically: Embed the 25-item scale in routine post-visit feedback.



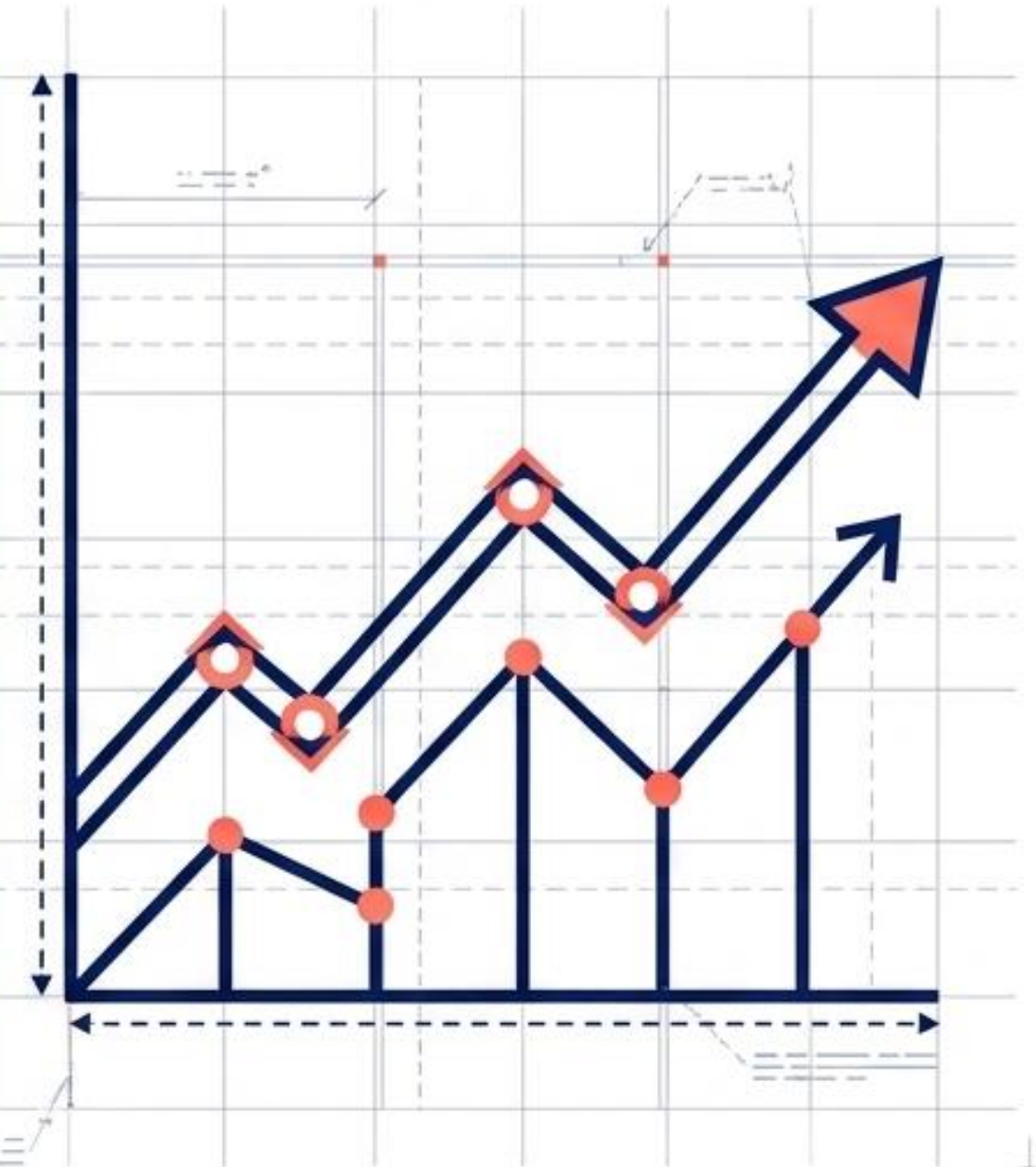
Map Disparities: Utilize the diagnostic matrix to compare clinics, counters, and departments.



Train with Precision: Move away from generic customer service training to targeted coaching on specific scale domains (e.g., non-verbal cues).



Track Resilience: Evaluate the impact of front-desk QI initiatives over time to ensure long-term sustainability.





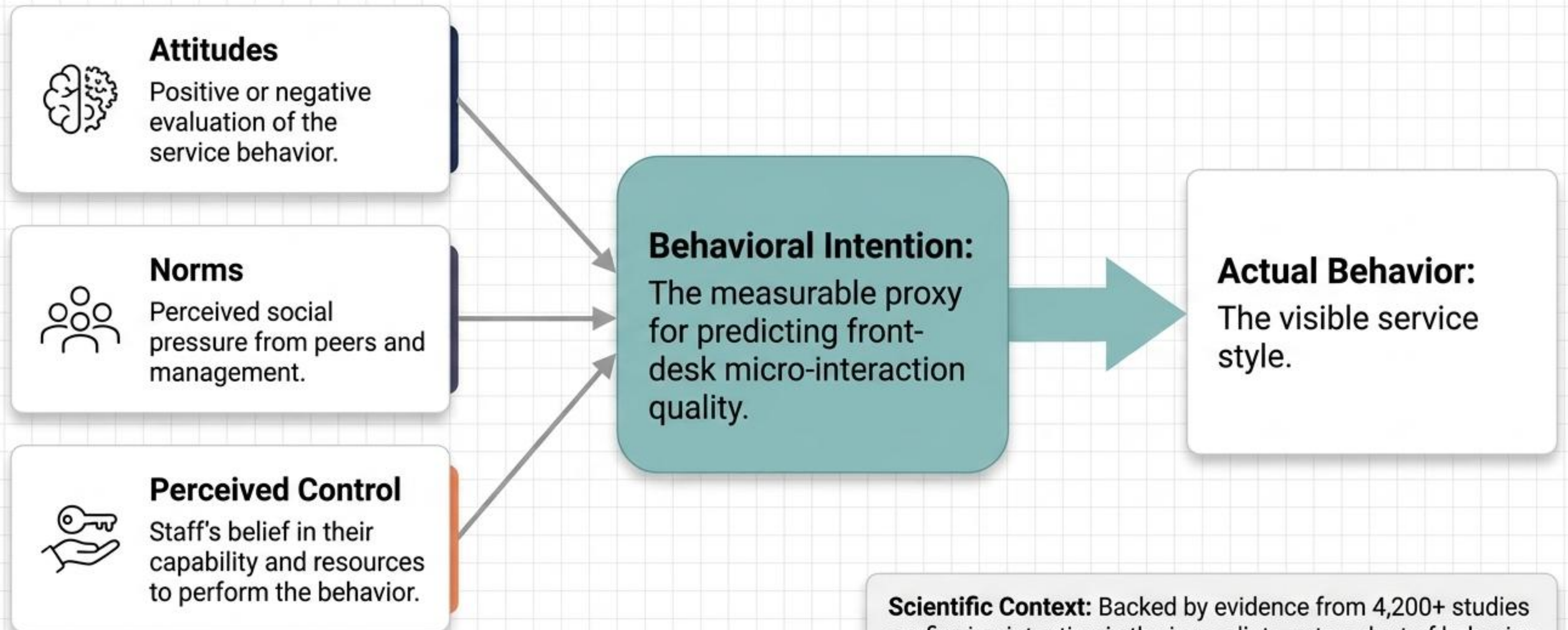
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Predicting Service Quality Through the Theory of Planned Behavior (TPB)



Scientific Context: Backed by evidence from 4,200+ studies confirming intention is the immediate antecedent of behavior.