

THE UNIVERSITY OF MICHIGAN
REGENTS COMMUNICATION

ACTION REQUEST

Subject: University of Michigan Hospitals and Health Centers (UMHHC)
Clinical Call Center Project -- North Campus Administrative Complex

Action

Requested: Approval to Proceed with Project

Background:

Initial contact to University of Michigan Hospital and Health Centers (UMHHC) services by patients and referring physicians usually occurs by telephone. In addition, return visits and ongoing care are often initiated or transacted via inbound telephone communication. Customer perceptions about service quality during these telephone interactions become the foundation for overall perception of quality.

Call centering can be an efficient and cost-effective mechanism to provide improved satisfaction with telephone access to our clinical services. The Hospitals and Health Centers propose to enhance call center capacity for the Departments of Internal Medicine, Radiology and Pediatrics by development of a consolidated call center at the North Campus Administrative Complex (NCAC). Locating such centers off-site has been shown to be successful in a demonstration program at NCAC where the Department of Obstetrics and Gynecology has had a call center in place since February of 2001.

Dedicated call center space that is shared by several clinical departments will enhance customer service in the following important ways:

- Allow for dedicated staff trained in call centering and call handling techniques to provide professional, courteous, efficient, and effective service.
- Enable knowledge sharing among staff and across departmental lines to improve work processes and service quality.
- Free up clinical support space in the Taubman Center and/or other clinical areas for reassignment to other priorities.

This specific project will include the renovation and furnishing of space at the NCAC to create a 4,200 square foot call center. The project cost estimate is \$752,000. Funding will be provided from the Hospitals and Health Centers' Capital Fund for Fiscal year 2002. The project is expected to be completed by fall of 2002. There is sufficient parking at NCAC for these staff.

APPROVED BY THE REGENTS ON

SEP 20 2001

We recommend that the Regents approve the University of Michigan Hospitals and Health Centers' Clinical Call Center Project at North Campus Administrative Complex as described, and authorize issuing the project for bids and awarding a construction contract providing bids are within the approved budget.

Respectfully submitted,



Robert Kasdin
Executive Vice President
and Chief Financial Officer



Gilbert S. Omenn
Executive Vice President
for Medical Affairs

September 2001