

# QUALITY

## CUSTOMER SATISFACTION

Exceeding patients' expectations  
Correct diagnosis the first time  
Timeously resolution of clinical diagnosis  
High quality service delivered in professional surroundings  
To deliver a quality patient experience  
"Word-of-mouth" is the best form of marketing.

## CLINICAL EXCELLENCE

Deliver the highest standards of clinical practice  
Keep abreast of current research and the latest treatment techniques  
Make use of innovative and adaptable treatment  
Maintain continuing professional development of all staff

## PATIENT PARTNERSHIP

Introduce and maintain a holistic approach  
Teaching patients and encourage patients to take part in clinical decision making  
Patients must have a choice  
Understand patients' needs and goals  
Patient self-management must play a key role in their clinical management

## VALUE FOR MONEY

Competitive pricing  
No compromise on time spent with patients even in times of high demand  
Speedy appointments to new and current patients  
The number of treatment driven only by clinical needs and not business

## PROFESSIONAL STANDARDS

Maintain ethical standards at all times  
Provide a professional patient experience from first contact to post-treatment  
All facilities including parking, waiting area and treatment rooms will be a professional environment  
Relationships with other healthcare professionals will be maintained and nurtured

## HEALTH AND SAFETY

To provide a safe working environment for patients and staff  
Maintain the highest standards of hygiene  
Equipment will be used appropriately and serviced regularly  
Acupuncture treatment will be according to recognised practices and the guidelines of the HPCSA