

Elkerliek ziekenhuis

RES Customer Success: Partnerships Built on Service

Elkerliek ziekenhuis, a hospital in The Netherlands, has roots that go back to 1838. In Dutch, its name means the “everybody hospital.” And indeed, looking at the hospitality prizes won and patient satisfaction score at Elkerliek, everybody is treated with the same friendliness and attention to their individual and family needs.

The Medical & Information Technology department (MIT) at Elkerliek lives up to the same values. “The goal of Elkerliek is to deliver the best possible care for all patients,” says Maarten Coenen, Manager, MIT. “The goal for our department is to deliver the best possible digital workspace experience for all of our customers, especially clinicians and employees, in terms of continuity, security and reliability so the hospital can follow through on its mission.”

A long friendship

Elkerliek is a longtime customer of RES Software. In 2000, the hospital implemented RES as part of a desktop automation management initiative. The aim of this initiative was to give Elkerliek’s physicians, nurses and other hospital staff a consistent workspace experience — one that enabled quick, easy, secure and compliant access to the data, applications and services clinicians and employees needed.



For years, the RES implementation worked just fine — as it still does today. For this reason, Coenen and his team had little cause to interact with RES. “On the rare occasion when we had to call RES with an issue,” says Coenen, “the resolution experience was quick and painless.”

This was a good thing, of course. But in time, Elkerliek wanted more — and RES was there to give it.

Clinician satisfaction and the innovation imperative

More recently, the MIT department at Elkerliek has been moving forward on a virtual desktop infrastructure (VDI) initiative to improve satisfaction significantly among the clinicians and employees it serves. At the beginning of this initiative, MIT found itself scoring just 6.4 on a 10-point scale. “What we realized,” says Coenen “is that we needed to focus more purposefully on innovation by standardization, maintainability and further modernization of the digital workspace — because in an industry like ours, if you don’t innovate, you fall behind.”

Coenen and his team began speaking with RES on a more regular basis to fulfill Elkerliek’s needs. And while these satisfaction rates were not necessarily connected to the RES implementation at Elkerliek, the RES team was eager to listen.

“It’s part of our culture here,” says Ellen Derrico, Senior Director Healthcare Product Marketing at RES. “If a customer wants to talk, we’re there to listen.”

What Elkerliek wanted to talk about was modernizing its environment — but not for its own sake. Instead, it wanted to measure its success according to satisfaction rates. “If our clinicians and employees are happy with what MIT is delivering, then we’re doing a good job for our customers,” says Coenen.



A partner not a vendor

Initial conversations between Elkerliek and the RES team were quite wide-ranging. “Everything was on the table,” says Gerry de Bruijn, Vice President of Services & Customer Success at RES. “And while some of it didn’t relate directly to RES, we were eager to understand the challenges facing Elkerliek and help out in whatever way we could.”

From these early conversations, Coenen came to see tremendous value in Elkerliek’s interaction with RES. “We’re a mid-size hospital,” he explains, “and most vendors wouldn’t give us much of their time, unless they can sell us something. But RES is different. They’re a partner instead of a vendor.”

Higher satisfaction

The more Elkerliek and RES interacted, the more the conversations focused on specific issues faced by Coenen and his team. Early on, RES helped address some quick fixes to persistent problems – low-hanging fruit that delivered high return. “What became clear,” Coenen says, “is that we began to start our journey of innovating. By interacting with RES, we were developing an attitude of innovation organization-wide. That’s indispensable.”

In time, the MIT team’s satisfaction rating among our organization started to climb as well – our customers are not only satisfied – they are really beginning to get excited!

Eventually, the conversations between Elkerliek and RES turned toward more fundamental challenges and opportunities. What Coenen and his team wanted was true self-service IT for its customers. “Our aim is a seamless digital workspace experience for our customers where they can request on-demand access to new applications or tools as needed, and MIT can provision it all in an automated, secure and compliant way.”

Toward this end, Elkerliek is in the process of implementing RES ONE Service Store – an automated service app store that will help MIT focus more of its energies on activities that deliver more and more value. “I think when all is said and done, we’ll be able to achieve a status of operational excellence with optimized services achieved through less effort and with a maximized clinician and employee satisfaction,” Coenen says. “That would be fantastic.”

All about relationships

“In the end,” Coenen says, “it’s all about the relationship. Our clinicians want better relationships with their patients. To enable this, MIT is trying to establish better relationships and improved service for clinicians. And to help us follow through on this objective, RES is focusing on its relationship with us.”

“At RES, we wouldn’t have it any other way,” says Derrico. “We’ve always been exceptionally customer-focused. In healthcare, people come first. And in healthcare IT, we think it should be the same way.”

About RES Software

RES Software, the leader in digital workspace technology, helps organizations achieve better business results with reduced security and compliance risks — while making enterprise technology easier and less disruptive for the worker to access. RES takes a people-centric approach to making technology access secure, even in complex multiple device/multiple location scenarios. RES boasts numerous patented technologies, faster time to value, and superior customer support for more than 3,000 companies around the world. RES was named a “Cool Vendor 2015” by Gartner, Inc., for the innovative capabilities of its RES ONE Service Store. For more information, visit www.ressoftware.com or follow updates on Twitter [@ressoftware](https://twitter.com/ressoftware).