

Category 3: Customers

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Maya Angelou

Steve Bovey



Letters from Patients

"I hate hospitals!"

"From the emergency room to the front door, I became increasingly amazed by the uniformly superb level of care and sincere kindness of the staff."

"I love you."



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Adventist Health Castle Leadership System

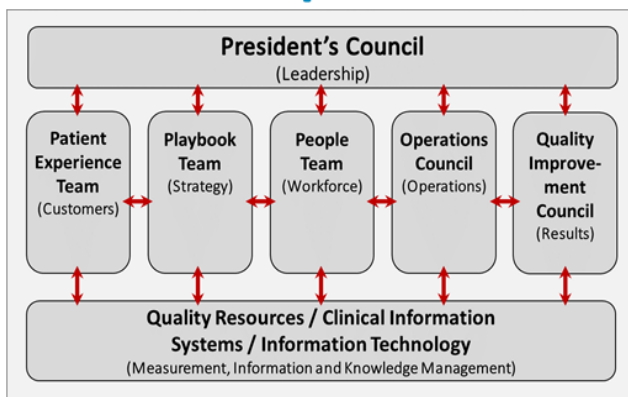
Why We
Are Here

Mission: *Living God's love by inspiring health, wholeness and hope.*

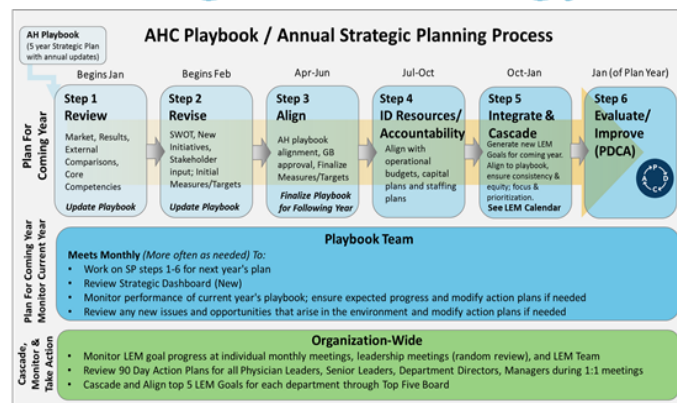
Vision: We will *transform the health experience* of our communities by improving health, enhancing interactions and making care more accessible

How We Organize
to Succeed

Leadership Structure



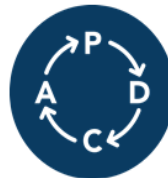
Integrated Strategy



Three Core
Competencies
Transform Culture
& Deliver Results



Love
Matters

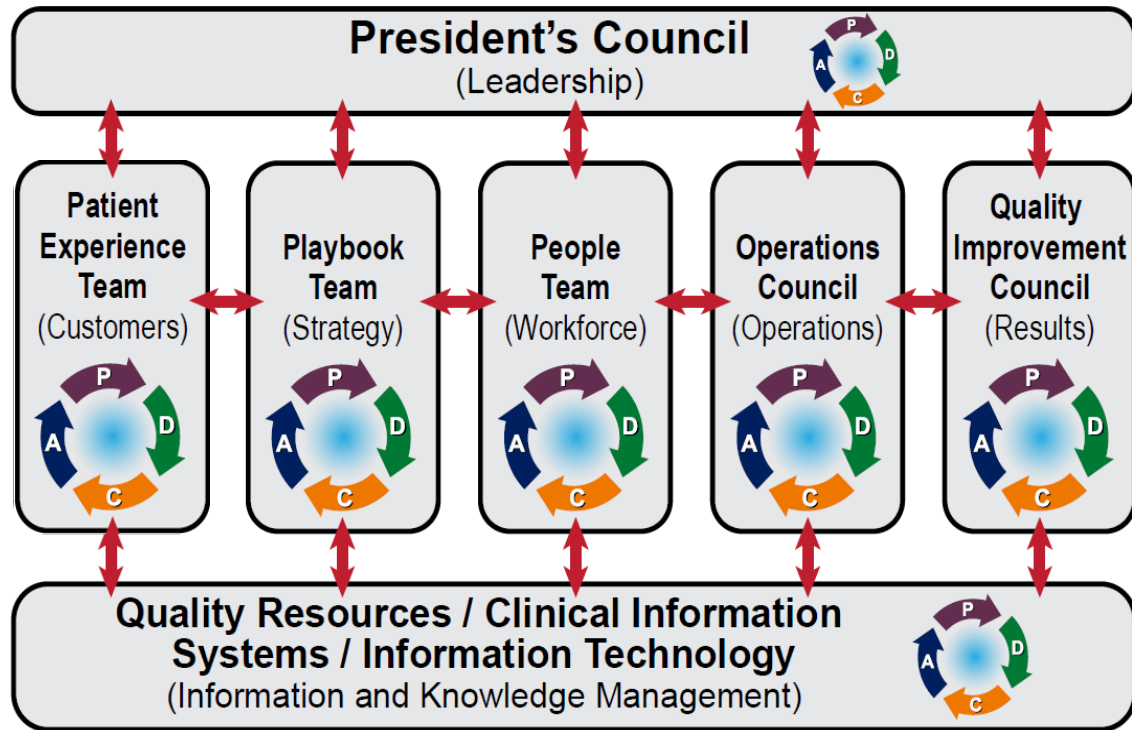


Tenacity for Excellence;
We Chase Zero Harm



Execute
Strategy

Leadership Structure



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Love Matters

- Spirit of Aloha
 - Not just a tourist thing
 - Breath of life
 - Connections
- Adventist Health
 - Our mission statement begins with “Love”

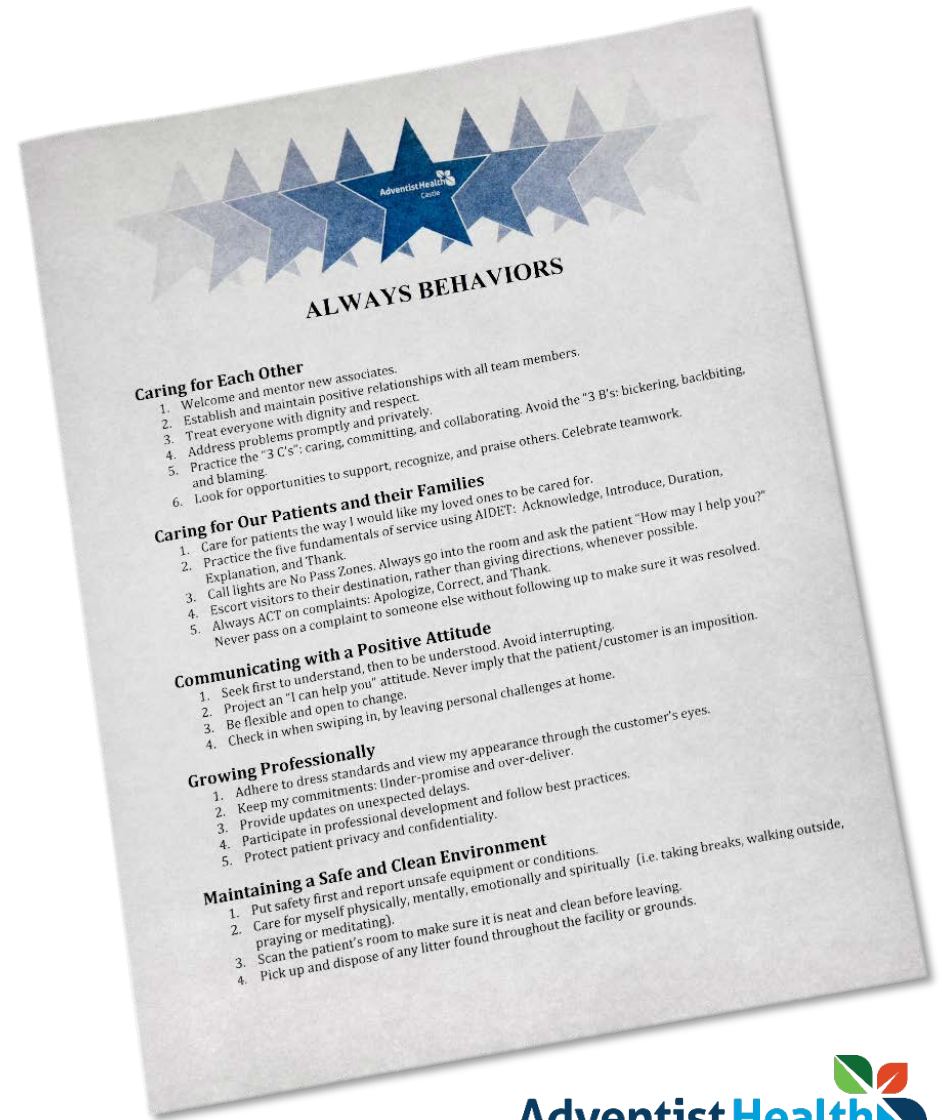


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Love Matters

Building the culture

- Recruitment
- General orientation
- Always Behaviors
- Patient feedback
- Recognition



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Love Matters

“In Their Shoes”

Empathy Workshop

- Positive correlation between provider use of empathy
 - Patient experience
 - Safety & health outcomes
 - Staff resilience
- Within first 90 days of hire



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Sustaining Empathy



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Love Matters in the Community

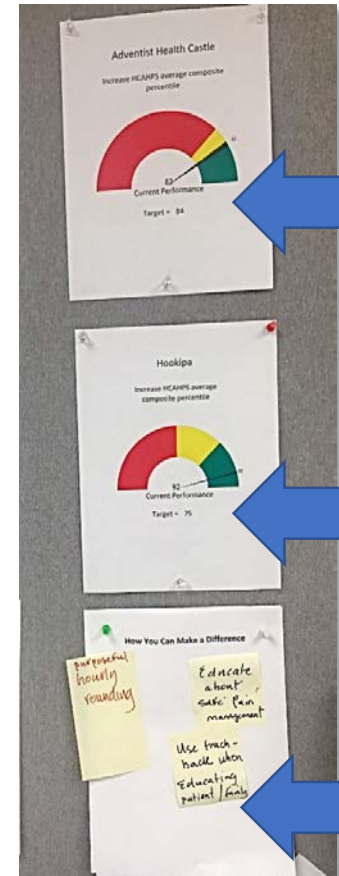


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Execute Strategy

- **Strategic Plan –**
Hospital HCAHPS composite score
 - **Department Goal –**
Surgical unit HCAHPS composite score
 - **Staff Goal –**
“How I can make a difference”



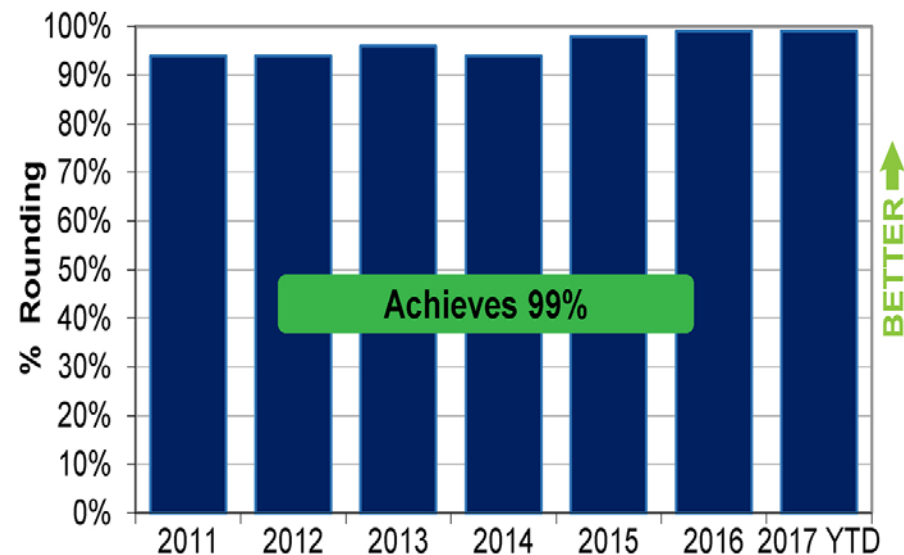
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Measurement and Accountability

Examples:

- Empathy workshop
- AIDET competencies
- Hourly rounding competencies
- Bedside shift report competencies
- Nurse leader rounding rates
- Thank you notes

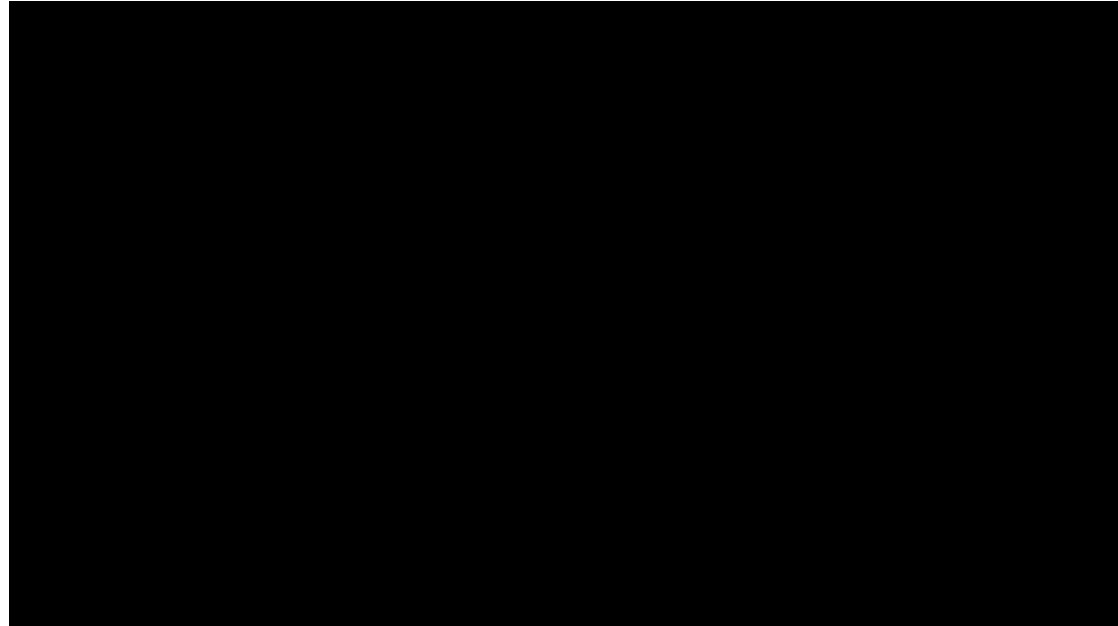
Fig. 7.1-25 Nurse Leader Rounding on Patients



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Customer Engagement

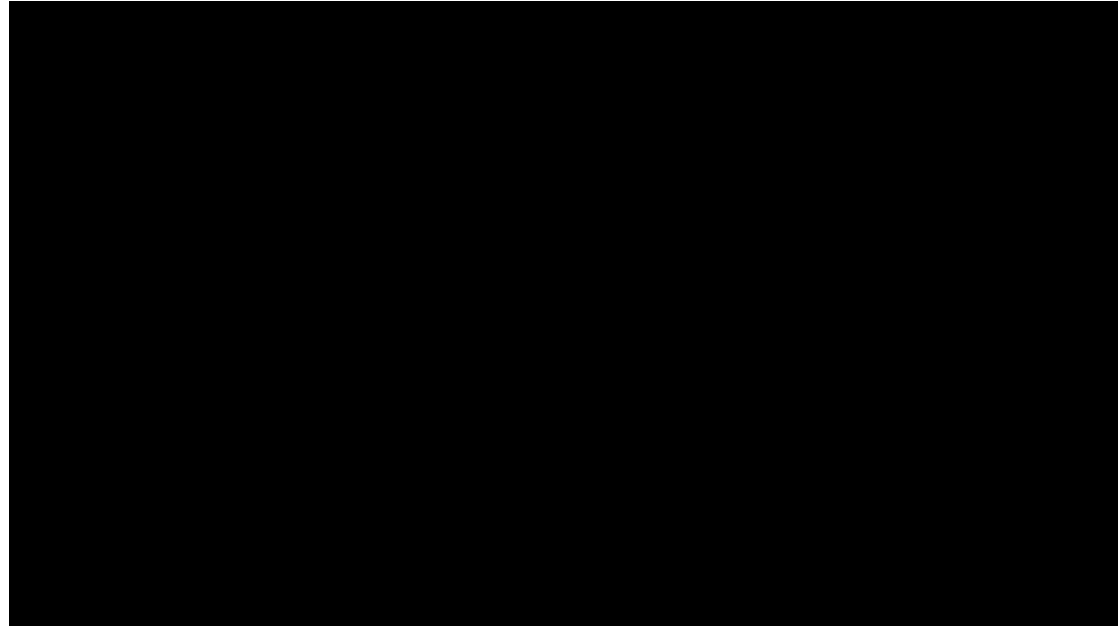
- Bedside shift report
- Hourly rounding
- Care Boards
- Nurse leader rounds
- We Promise poster
- Team rounding



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Customer Engagement

- Bedside shift report
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We ACT on Complaints

A = Apologize

C = Correct

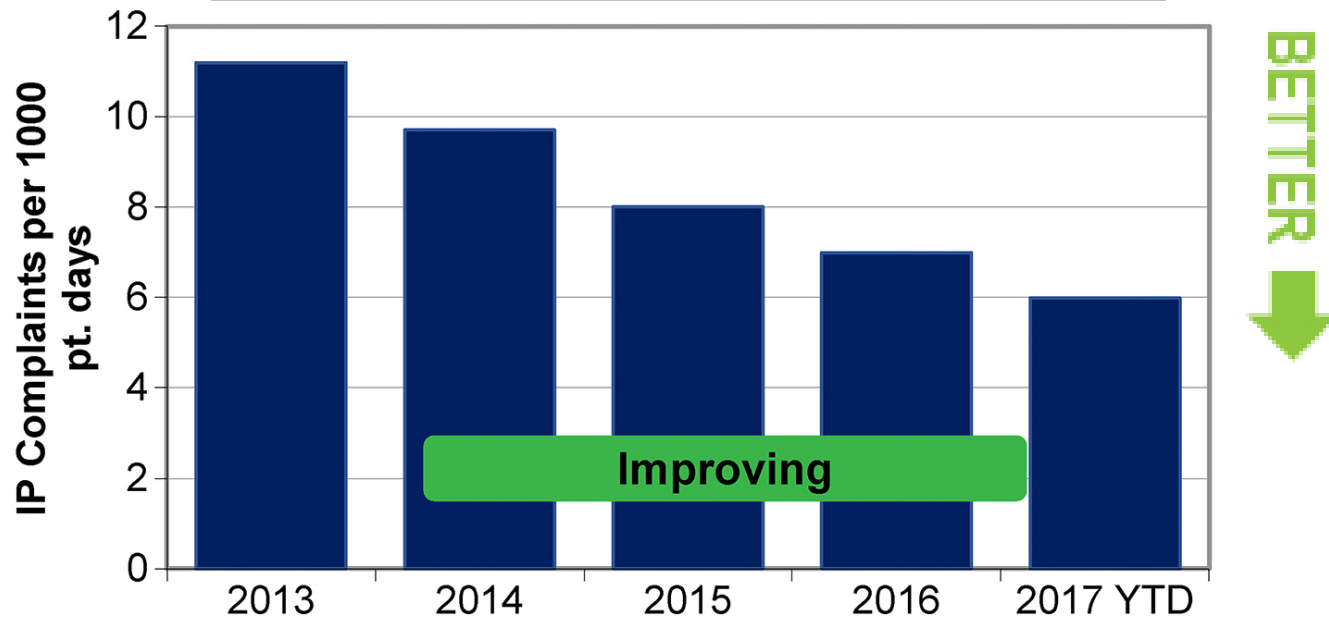
T = Thank



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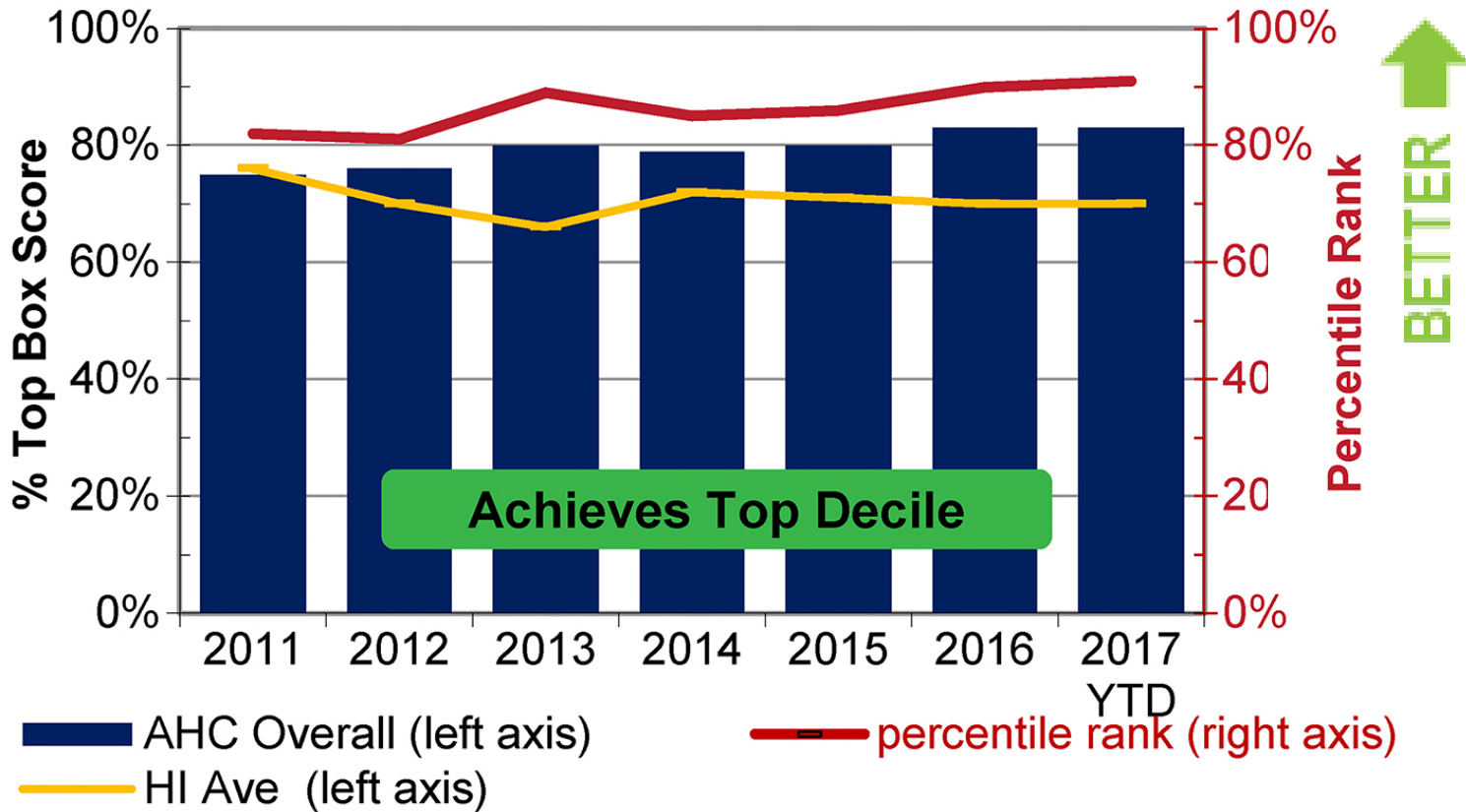
Number of Negative Survey Comments per 1000 Pt Days

Fig. 7.2-15 Complaints per 1000 Pt Days



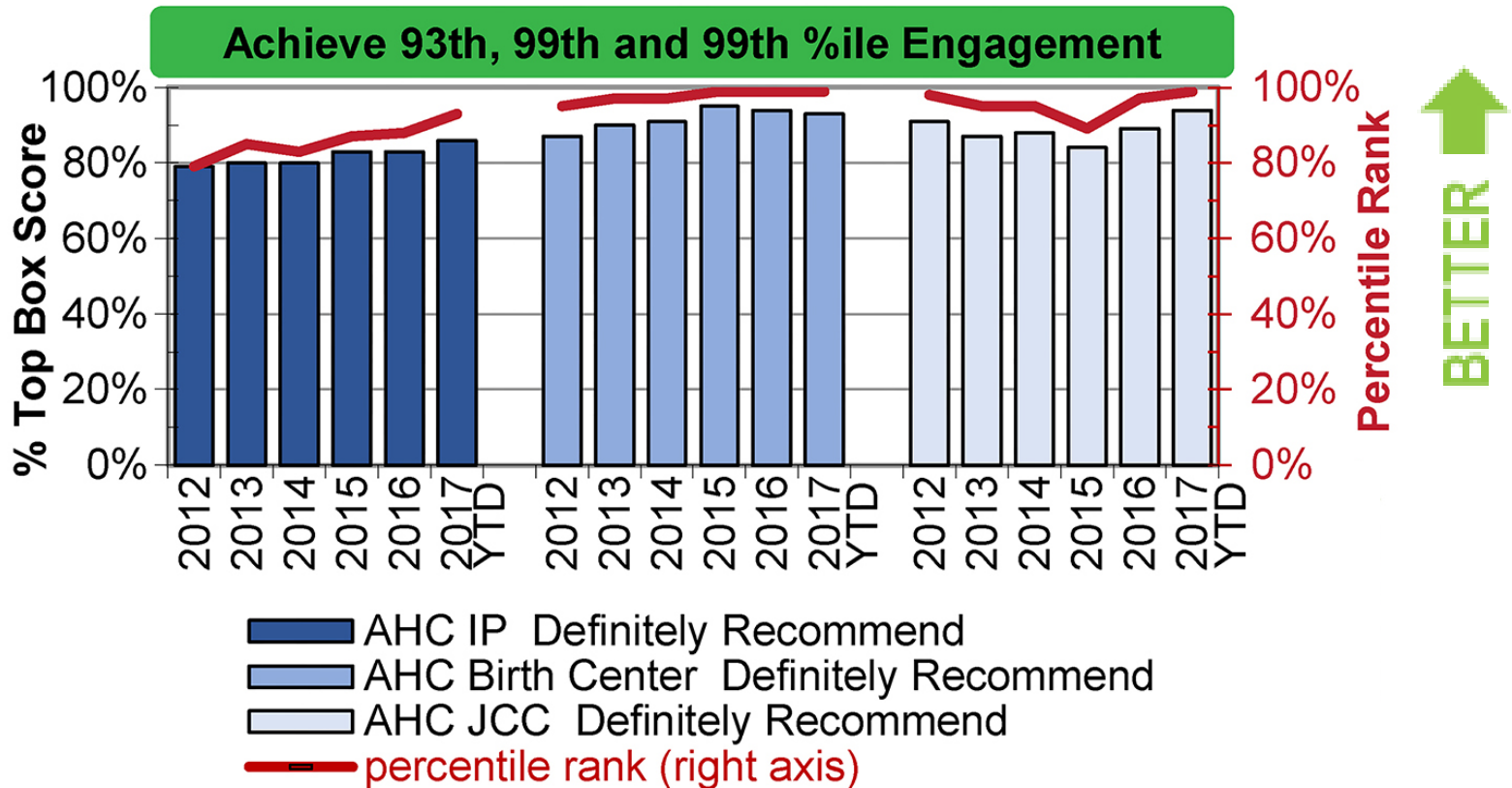
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Inpatient Overall Rating



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Inpatient Engagement



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Together Inspired Lessons from Our Journey



Create a culture where empathy and compassion drives customer service



Align measurable customer service goals throughout the organization so that each person knows how they can make a difference



Educate and partner with patients to keep them safe and engaged to improve their care



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