

# *the* Community Health Center of Choice *Initiative*<sup>TM</sup>



System



## **MISSION:**

Create a long-term sustainable, competitive advantage as the Employer and Provider of Choice

## **YOU WILL LEARN HOW TO:**

- ▶ Designed for Community Health Center Systems
- ▶ Create a dynamic collaboration between frontline leaders and their managers to systematically improve patient satisfaction scores to the 90th percentile
- ▶ Break down departmental/site silos
- ▶ Implement prioritized, proven best practices that will improve competition against other health care providers
- ▶ Overcome resistance to change and gain active, enthusiastic management and frontline buy-in and ownership to improve the patient experience
- ▶ Build a patient-driven culture of compassion and love through the three cornerstones of culture change
- ▶ Improve employee morale as a necessary first step to providing world-class customer satisfaction
- ▶ Successfully recruit and engage the best-of-your-best frontline staff who have the ability and aptitude to provide on the job influential leadership to peers
- ▶ Benefit from your own customized Service Excellence Workshop<sup>TM</sup> that empowers frontline leaders to teach and motivate everyone to eliminate high-priority patient dissatisfiers
- ▶ Understand the hidden link between employee, patient and physician/dentist satisfaction and how to improve all 3 simultaneously.

## **SATISFIED CLIENTS SAY IT BEST:**

“The content was very very informational with a lot of important ideas. With the training and teamwork, we can make TCCHC #1 in service for our patients”

– Faye Stanley, Accounting, CommWell Health.

“By improving frontline staff in leadership roles, this approach to service excellence facilitates the development of a culture among our staff. This is the most effective program I have seen in the four hospital systems I have worked with.”

– Kim Nickelson, Laboratory, Share Medical Center



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Event Attendee Focus

1	Preparing for the Journey	Month 1	Program Leadership College™	<ul style="list-style-type: none"><li>Executive Team</li><li>Program Director</li><li>1 Day, Off-site</li></ul>	<ul style="list-style-type: none"><li>Schedule and plan the process, clarify goals, and train on the how to's of successfully leading the Community Health Center of Choice Initiative™</li></ul>
2	Getting Leadership on Board	Month 2	Leadership Briefing™	<ul style="list-style-type: none"><li>Executive &amp; Management Teams (Administrators, Directors, Managers, Supervisors)</li><li>4 hours</li></ul>	<ul style="list-style-type: none"><li>Gain a buy-in from all management levels, educate them on their role and prepare them to lead the process</li><li>Launch of Bellwether™ Patient/Customer Satisfaction Tool</li></ul>
			Service Excellence Council Orientation™	<ul style="list-style-type: none"><li>Service Excellence Council</li><li>2 hours</li></ul>	<ul style="list-style-type: none"><li>Introduce the Service Excellence Council Charter and orient members on their leadership roles and responsibilities</li></ul>
			Physician/Dentist Leadership Briefing™	<ul style="list-style-type: none"><li>Physician/Dentist Leadership</li><li>2 hours</li></ul>	<ul style="list-style-type: none"><li>Brief Physician/Dentist leaders about the Community Health Center of Choice Initiative™ and how to have a positive impact on employee morale</li></ul>
3	Leader Training	Month 3	OASIS Team Leader & Assistant Team Leader Orientation™	<ul style="list-style-type: none"><li>OASIS Team Leader &amp; Assistant Team Leader</li><li>OASIS Super Coach</li><li>1 hour teleconference</li></ul>	<ul style="list-style-type: none"><li>Provide OASIS (Performance Improvement) Team leaders with team leadership skills to successfully implement priority Community Health Center of Choice best practices</li></ul>
			Service Empowerment Leadership Course™	<ul style="list-style-type: none"><li>Executive &amp; Management Teams</li><li>1 day</li></ul>	<ul style="list-style-type: none"><li>Implement high-impact employee morale best practices through total management engagement and accountability</li><li>Successfully launch OASIS performance improvement teams for the purpose of hardwiring priority best practices</li></ul>
			Service Excellence Advisor Orientation Briefing™	<ul style="list-style-type: none"><li>Service Excellence Advisors</li><li>SEA Super Coach</li><li>1 hour</li></ul>	<ul style="list-style-type: none"><li>Introduction of the Community Health Center of Choice Initiative™ to the Service Excellence Advisors (SEAs)</li></ul>
4	Frontline Leader Training	Month 4	Service Excellence Advisor (Train-the-Trainer) Course™	<ul style="list-style-type: none"><li>Service Excellence Advisors</li><li>Executive &amp; Management Teams (for Q &amp; A and Graduation)</li><li>2 days</li></ul>	<ul style="list-style-type: none"><li>Frontline leaders learn how to prepare for and deliver a customized Service Excellence Workshop with confidence and enthusiasm</li></ul>
			Materials Organization Meeting™	<ul style="list-style-type: none"><li>Service Excellence Advisors</li><li>2 hours</li></ul>	<ul style="list-style-type: none"><li>Logistical Meeting to provide final teaching materials and workshop schedule</li></ul>
5	Leadership/ Frontline Combined Training	Mo. 5	Service Excellence Workshop Pilot™	<ul style="list-style-type: none"><li>Service Excellence Advisors</li><li>4 hours</li></ul>	<ul style="list-style-type: none"><li>Practice session for Service Excellence Advisors to gain confidence from seeing the Workshop presented by their peers.</li></ul>
		Mo. 6	Service Excellence Workshops™	<ul style="list-style-type: none"><li>Entire Organization</li><li>3 hours/over 4-6 week period</li></ul>	<ul style="list-style-type: none"><li>Everyone is taught the skills to deliver World Class Patient Satisfaction</li></ul>
6	Department Focus/ Celebration	Month 7	DO IT Facilitator's Train the Trainer Seminar™	<ul style="list-style-type: none"><li>Service Excellence Advisors</li><li>Executive &amp; Management Teams</li><li>6 hours</li></ul>	<ul style="list-style-type: none"><li>Equip leaders with the necessary skills to facilitate monthly departmental DO IT meetings to systematically eliminate patient dissatisfiers</li></ul>
			Service Summit™ #I	<ul style="list-style-type: none"><li>Executive &amp; Management Teams</li><li>Service Excellence Advisors</li><li>1-2 hours</li></ul>	<ul style="list-style-type: none"><li>A systematic sharing of OASIS team challenges and progress for the purpose of sustaining a sense of urgency and focus</li></ul>
			Service Excellence Advisor Celebration™	<ul style="list-style-type: none"><li>Service Excellence Advisors</li><li>Executive &amp; Management Teams</li><li>1-2 hours</li></ul>	<ul style="list-style-type: none"><li>Celebrate the successful completion of the Service Excellence Workshop™ taught by Service Excellence Advisors</li></ul>
7	Evaluating the Journey	Month 9	Initiative Progress Audit™	<ul style="list-style-type: none"><li>Focus Groups</li><li>1 day</li></ul>	<ul style="list-style-type: none"><li>Progress Audit to evaluate progress and make course corrections necessary for successful outcomes</li></ul>
8	Celebration/ Recognition	Month 12	Service Summit™ #II	<ul style="list-style-type: none"><li>Executive &amp; Management Teams</li><li>Service Excellence Advisors</li><li>1-2 hours</li></ul>	<ul style="list-style-type: none"><li>OASIS Teams educate and showcase their completed Community Health Center of Choice best practices</li><li>Recognize DO IT Teams for successfully eliminating external and internal customer/ patient dissatisfiers</li></ul>
		October	HealthCare Service Excellence Conference™	<ul style="list-style-type: none"><li>Selected leaders</li></ul>	<ul style="list-style-type: none"><li>Educational/Inspirational 3 day conference focused on sharing leading edge employee and patient satisfaction outcomes</li></ul>