

the Rural Hospital of Choice *Initiative*[™]



MISSION:

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

YOU WILL LEARN HOW TO:

- ▶ Designed for rural hospitals less than 100 staff
- ▶ Create a dynamic collaboration between frontline leaders and their managers to systematically improve patient satisfaction scores to the 90th percentile
- ▶ Break down departmental silos
- ▶ Implement prioritized, proven best practices that will improve competition against larger, tertiary hospitals
- ▶ 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[™] that empowers frontline leaders to teach and motivate everyone to eliminate high-priority patient dissatisfiers
- ▶ Understand the hidden link between employee, patient and physician satisfaction and how to improve all 3 simultaneously.

SATISFIED CLIENTS SAY IT BEST:

“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

“The initiative has been a wonderful way of developing professionally and personally. Great opportunity to motivate staff to be the best that each employee can be. Great Program!”

– Torrii Peoples, HIM, Betsy Johnson Regional Hospital

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Event Attendee Focus

1	Preparing for the Journey	Month 1	Program Leadership College™	<ul style="list-style-type: none"> Executive Team Program Director 2 Days, Off-site 	<ul style="list-style-type: none"> Schedule and plan the process, clarify goals, and train on the how to's of successfully leading the Rural Hospital of Choice Initiative™
2	Getting Leadership on Board	Month 2	Leadership Briefing™	<ul style="list-style-type: none"> Executive & Mgmt. Teams (Administrators, Directors, Managers, Supervisors) 4 hours 	<ul style="list-style-type: none"> Gain a buy-in from all management levels, educate them on their role and prepare them to lead the process Launch of Bellwether™ Inpatient/ED Early Warning Reporting System
			Service Excellence Council Orientation™	<ul style="list-style-type: none"> Service Excellence Council 2 hours 	<ul style="list-style-type: none"> Introduce the Service Excellence Council Charter and orient members on their leadership roles and responsibilities
			Physician Leadership Briefing™	<ul style="list-style-type: none"> Physician Leadership 2 hours 	<ul style="list-style-type: none"> Brief Physician leaders about the Hospital of Choice Initiative™ and how to have a positive impact on employee morale
3	Leader Training	Month 3	OASIS Team Leader & Assistant Team Leader Orientation™	<ul style="list-style-type: none"> OASIS Team Leader & Assistant Team Leader OASIS Super Coach 1 hour teleconference 	<ul style="list-style-type: none"> Provide OASIS (Performance Improvement) Team leaders with team leadership skills to successfully implement priority Hospital of Choice best practices
			Service Empowerment Leadership Course™	<ul style="list-style-type: none"> Executive & Management Teams 1 day 	<ul style="list-style-type: none"> Implement high-impact employee morale best practices through total management engagement and accountability Successfully launch OASIS performance improvement teams for the purpose of hardwiring priority best practices
			Service Excellence Advisor Orientation Briefing™	<ul style="list-style-type: none"> Service Excellence Advisors SEA Super Coach 1 hour 	<ul style="list-style-type: none"> Introduction of the Hospital of Choice Initiative™ to the Service Excellence Advisors (SEAs)
4	Frontline Leader Training	Month 4	Service Excellence Advisor (Train-the-Trainer) Course™	<ul style="list-style-type: none"> Service Excellence Advisors Executive & Mgmt. Teams (for Q & A and Graduation) 2 days 	<ul style="list-style-type: none"> Frontline leaders learn how to prepare for and deliver a customized Service Excellence Workshop with confidence and enthusiasm
			Materials Organization Meeting™	<ul style="list-style-type: none"> Service Excellence Advisors 2 hours 	<ul style="list-style-type: none"> Logistical Meeting to provide final teaching materials and workshop schedule
5	Leadership/ Frontline Combined Training	Month 5	Service Excellence Workshop Pilot™	<ul style="list-style-type: none"> Service Excellence Advisors 4 hours 	<ul style="list-style-type: none"> Practice session for Service Excellence Advisors to gain confidence from seeing the Workshop presented by their peers.
			Winning with Difficult People™	<ul style="list-style-type: none"> Service Excellence Advisors, Executive & Mgmt. Teams ½ day 	<ul style="list-style-type: none"> Enhance abilities to inspire co-workers, deal with potential bad attitudes, skepticism and poor morale, and to promote teamwork and improve patient satisfaction
		Mo. 6	Service Excellence Workshops™	<ul style="list-style-type: none"> Entire Organization 3 hours/over 4-6 week period 	<ul style="list-style-type: none"> Everyone is taught the skills to deliver World Class Patient Satisfaction
6	Department Focus/ Celebration	Month 7	DO IT Facilitator's Train the Trainer Seminar™	<ul style="list-style-type: none"> Service Excellence Advisors Executive & Mgmt. Teams 4 hours 	<ul style="list-style-type: none"> Equip leaders with the necessary skills to facilitate monthly departmental DO IT meetings to systematically eliminate patient dissatisfiers
			Service Summit™ #I	<ul style="list-style-type: none"> Executive & Mgmt. Teams Service Excellence Advisors 1-2 hours 	<ul style="list-style-type: none"> A systematic sharing of OASIS team challenges and progress for the purpose of sustaining a sense of urgency and focus
			Service Excellence Advisor Celebration™	<ul style="list-style-type: none"> Service Excellence Advisors Executive & Mgmt. Teams 1-2 hours 	<ul style="list-style-type: none"> Celebrate the successful completion of the Service Excellence Workshop™ taught by Service Excellence Advisors
7	Evaluating the Journey	Month 9	Initiative Progress Audit™	<ul style="list-style-type: none"> Focus Groups 1 day 	<ul style="list-style-type: none"> Progress Audit to evaluate progress and make course corrections necessary for successful outcomes
8	Celebration/ Recognition	Month 12	Service Summit™ #II	<ul style="list-style-type: none"> Executive & Management Teams Service Excellence Advisors 1-2 hours 	<ul style="list-style-type: none"> OASIS Teams educate and showcase their completed Hospital of Choice best practices Recognize DO IT Teams for successfully eliminating external and internal customer/ patient dissatisfiers
			January	HealthCare Service Excellence Conference™	<ul style="list-style-type: none"> Selected leaders