“THE SOFT STUFF IS THE HARD STUFF”  
- JACK WELCH

CARING ABOUT CULTURE
Commitment, quality in patient-centered care and evidence of cultural change and employee engagement. Transparency, inclusion and respect feed pride and a sense of purpose.

LEADERSHIP ENGAGEMENT
Authentic leadership at all levels: courage to set goals; a commitment to safety, while demonstrating aligned values and behavioral expectations.

CREATING CONSISTENCY
“The signature of mediocrity is not an unwillingness to change; the signature of mediocrity is chronic inconsistency.”
- Jim Collins, Good to Great
- Same Core Values
- Same Service Values
- Same Organizational Goals
- Same Social/Recreational

The Flywheel Effect: Consistent Effort Through a Deliberate Process

INTELLIGENT TRAINING
- Patient Safety Materials
- Organization-wide Patient Experience Training
- Leadership Development
- Management Training
- Live, Online and Self-directed Programs
- HRD Training/Foundation

BROADCOM COMMUNICATION
- Teams Hubs
- Committee Building
- Daily Huddles
- CEO Forums
- Physician Presidential/White Papers
- HR Pebbe in Your Shoe Meetings

WINNING VS. WASTING (MILK VS. IMPORTANT GOALS)
Commit to Acting on Goals Given their Importance

CULTURE CHANGE IN ACTION: CONSISTENT DRUMBEAT

LEADERSHIP EFFECTIVENESS
Evaluate Culture Through Ombuds Leadership Survey
Communicate Desired Values/Behavioral Description
Role Model Behavior
Leadership Coaching
Performance Management
Consistent Leadership Team

COMPETENCY DEVELOPMENT
Employee Manager Support & Training Skills
Rapid Learning
Hire Program
Daily Huddles
4 Disciplines of Execution
Career Pathways
Diversity and Inclusion
Employee Engagement/Get in the Game
Crisis Prevention Institute Training

ORGANIZATIONAL DESIGN AND STRATEGY
Patient Safety
HRD/Behavioral and Structured Practice
Leadership Engagement
Unions Partnerships and Alignment
Leadership/Scorecard Connexion Care Training for Employees
Authenticity in Caring with Purpose Theme

COMPENSATION BENEFITS AND REWARDS
Culture Rounding
Alignment of Culture and Brand Making Healthy Happen
Shift Length/Rewards to Value Contribution
Launch People of Purpose Recognition Awards

PERFORMANCE MANAGEMENT
Performance Management Annual Review Alignment
Employee Feedback in Connect
Performance Metrics
Culture Algorithms and Accountability
Link to Day-to-Day Behaviors
Physician/NP Awards

STARTING AND DEPLOYMENT
Promotion of Talent Decisions
Employee Survey Results
Safety Survey
HRD Results
Continuous Process Improvement Adoption
Responsiveness to Patient Reviews
Launch of Power Your Purpose Recruitment Campaign

THE KEYS

EXCELLENCE IN KEY SAFETY INDICATORS
Acute Fall Rate
Mortality Health Fall Rate
Serious Safety Event: Strokes*
Acquired Pressure Injury: 67 Days
Classification: 40 Days*
*Increasing Culture Jeff Measures 2023

INCREASE IN PATIENT SATISFACTION INDICATORS

DIGITAL REPUTATION MANAGEMENT
3X
WEBSITE VISITS CLOSER CALL FOR IMPROVEMENT ON OUR WEBSITE

CULTURAL IMPROVEMENT
GIVING WITH PURPOSE
The key to positive patient interactions is compassion and kindness. Not just clinical care, but genuine caring for patients and patients. We don’t have to create this or put it in. It’s part of our ethos and principles as healthcare professionals, and part of our DNA as humans.

4-STAR
QUALITY RATED

THE RESULTS

CULTIVATING A CULTURE THAT INSPIRES
ALIGNS AND DELIVERS RESULTS

Consistent positive patient experiences can be achieved through cultural improvement.

OBJECTIVE
Create a provocative, memorable employee experience to inspire exceptional employee performance and produce positive patient and peer interactions.

STRATEGY
Develop a culture framework model that enables leadership effectiveness, competency development and performance management, while challenging traditional organizational design structures.

THE KEY TO POSITIVE PATIENT INTERACTIONS IS COMPASSION AND KINDNESS.
Not just clinical care, but genuine caring for our patients and patients. We don’t have to create this or put it in. It’s part of our ethos and principles as healthcare professionals, and part of our DNA as humans.