



The Magic of **Engagement**TM



*Transformational leadership
strategies to create a world-class patient
experience.*

Brian Lee CSP





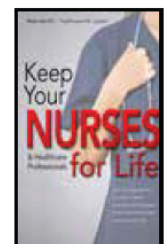
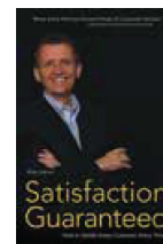
Brian Lee CSP

Healthcare's "Mr. Loyalty"

- Brian Lee, CSP, is one of North America's leading experts in the field of Healthcare Patient Satisfaction, and is the author of 8 books, including "Satisfaction Guaranteed" and "Keep Your Nurses and Healthcare Professionals for Life."
- For two consecutive years, the International Customer Service Association Conference has recognized Brian as the number one rated Customer Service Expert Speaker in the World.
- Brian Lee, founded Custom Learning Systems Group and the Healthcare Service Excellence Institute in 1984, and hosts the annual HealthCare Service Excellence Conference, now in its 14th year.
- Brian has been awarded the designation of CSP, Certified Speaking Professional, by the National Speakers Association. Of the tens of thousands of speakers in North America, less than 600 have been recognized as a CSP.
- He travels 150,000 miles per year, has spoken in every state and province in North America and in 14 countries worldwide.

Company Overview

- Our Mission:
Creating World-Class Patient, Employee, and Physician Satisfaction.
- Our Creed:
We make a difference in the lives of people who make a difference in the lives of people.
- 27 healthcare clients are recipients of Regional and National Awards for Patient and Employee Satisfaction



AGENDA
The Magic of Engagement™
Transformational Leadership Strategies to Create a World-Class Patient Experience

- Mastering the Patient Experience and Health Care Reform
- The Five Attitudes of Engagement
- The Four Imperatives of an Engagement *K.E.E.P.* Strategy

K = the **K**ey is culture

E = **E**mpowerment is the way

E = **E**ducation & **E**ngagement

P = **P**lay and make it Fun

Wisconsin Healthcare Public Relations & Marketing Society

Mission

The mission of WHPRMS, a personal membership organization of the Wisconsin Hospital Association, is to equip our members with current knowledge and tools in healthcare marketing, public relations and business development – enabling them to elevate their expertise and value for their personal and professional development.

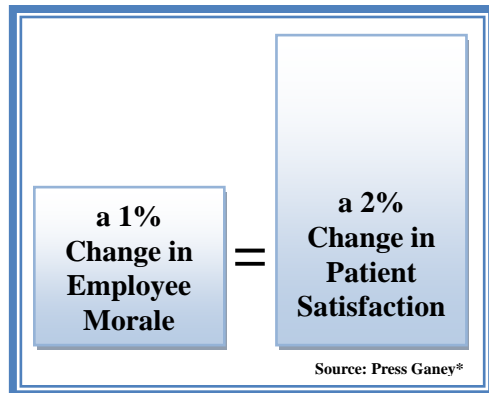


This workbook/brochure is proprietary, copyrighted material and is the property of Custom Learning Systems Group Ltd. and Brian Lee, CSP and may not be reproduced in whole or part, or used in any manner without the expressive permission of the owners.

The Vision

To Become an Employer and Provider of Choice

The Engagement/Service Link



Mastering the Patient Experience & Healthcare Reform, HCAHPS & Value Based Purchasing

The Hospital Consumer Assessment of Healthcare Providers and Systems

VALUE BASED PURCHASING – The New Game Changer

In Year 1, Hospitals will have lost \$850,000,000...

... and that's just the start of DRG payment reduction...

- F2013: 1.0%
- F2017: 2.0%

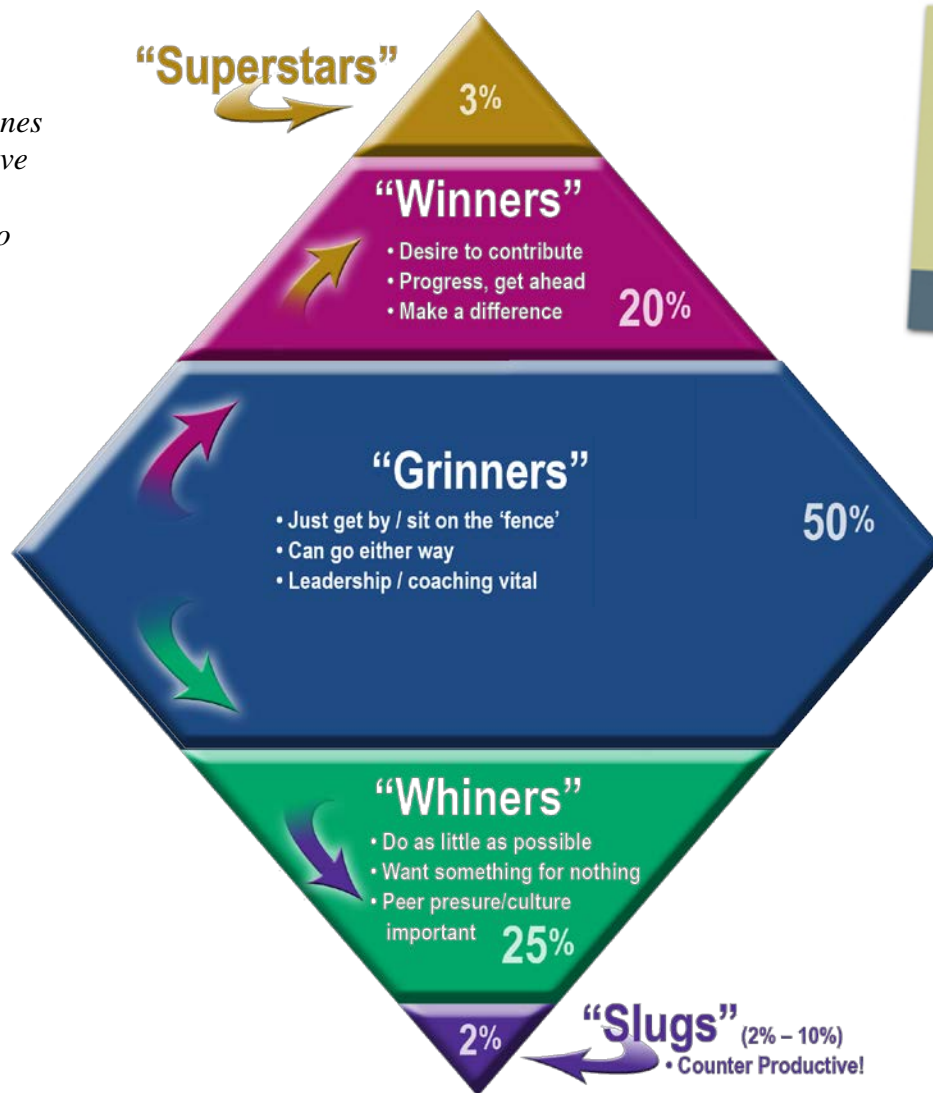


Recommendations:

- Make HCAHPS improvement a top priority by setting goals to;
 - Leverage these winds of change as a **great excuse** to become **great!**
 - Treat **every** employee as a caregiver.
 - **Goal #1** – Engage **absolutely** everyone **NOW!**
 - **Goal #2** – To be **well above** the national average **in every domain** within one year.
 - **Goal #3** – To be in the **top quartile** within three years.

The Five Attitudes of Engagement

“The Problem,
*May not be the ones
 who quit and leave
 for more pay.
 It’s the ones who
 quit & stay”*
 -Brian Lee, CSP



Business Impact for an Engaged Workforce

50% - lower turnover
 56% - higher than average customer satisfaction
 38% - above average productivity
27% - Better bottom line

- Source - Blanchard

Recommendations:

1. De-staff your chronically unproductive staff, via corrective action planning
 2. Utilize Service Standards/“Care Promises” to choose new staff & evaluate everyone.
 3. Grow your “grinners” into “winners” through:
 - Positive peer influence
 - Education
 - Communication
 - Empowerment
 - Leadership
 - Accountability
 - Engagement
- = **Culture change**

**The 4 Imperatives of a
“K.E.E.P.” Strategy**

K = The Key is Culture
E = Empowerment is the Way
E = Education & Engagement
P = Play and Make it Fun

K = The Key is Culture

Culture:

“Unwritten rules”

“A strategy that is at odds with an organization’s culture is doomed.”

-Jon. R. Katzenbach
Culture Changes that Stick

Recommendations:

- 1. Conduct a **Focus Group** with your staff to clarify your current culture and **share it** with everyone.
- 2. Utilize input from everyone to identify your **actual culture** and brainstorm your **preferred culture**. *Example:*

Our Culture Today	Loyalty Culture We Need
Financially Driven	Customer Driven
Poor Communication	Good Communication
Listen but No Follow Through	Follow Through & Results
Command & Control Leadership Style	Empowered Employees
Silos	Cooperative Care
Stressful	Stress Managed Environment
Lean Staffing	Always Adequate Staffing
Poor Accountability	Deal with Non-Professionals

E = EMPOWERMENT is the Way

Recommendations:

- 1. Practice “The Complaint Golden Rule”:
“Mess Up? Fess Up and Dress Up!”
 - Brian Lee, CSP
- 2. Implement a “Service Recovery Policy”

E = Education & Engagement

“When your people are **learning**, they’re not **leaving**”
– Brian Lee, CSP

“The **only thing worse than training your employees and losing them, is not training them and keeping them.**” - Zig Ziglar

“For culture change to work just fine, it must be led from the top, and the front line.”

-Brian Lee, CSP

Recommendations:

Recruit and Engage the Best of your Best Frontline Staff.

- **Non-management.**
- With a terrific **attitude.**
- Who have already **demonstrated their commitment** to patient satisfaction.

These Empowered Frontline Leaders:

- Are recruited at a ratio of 1 for every **10-20 staff.**
- Are appointed for a **one year term**, as part of their existing job.

Step #1: Take a Two day Train the Trainer Course

Their role is to:

Step #2: Teach an **Annual 3-hour Service Excellence Workshop** to their peers.

Step #3: Facilitate a **Monthly 1 hour “DO IT” Improvement Meeting**

(**D**aily **O**ngoing **I**mprovement **T**actics)

- Organized and scheduled by their manager.
- That targets their top patient dissatisfiers, & uses their quality improvement process (ie. PDSA, LEAN, etc.) to eliminate them.

Step #4: Contribute to a **Weekly 15 minute Service Huddle** -
to maintain the focus on continuous service improvement.

The SEA Creed:

“We must become the change we want to see.” - Gandhi



Committed. Caring. Responsive.



WEST VIRGINIA UNIVERSITY HOSPITALS



1.800.667.7325 customlearning.com

You Just Can't Do It Your Way

*You cannot force someone to care.
You cannot drive lasting change by telling
people what to do...
Or by issuing a memo and expecting people to
conform or change by decree.*

*You cannot order someone to go the extra mile
because they will not go that extra mile
unless they really want to.*

*You cannot cause people to alter their attitude
or behavior or beliefs just because you are
their boss and you issue their paycheck.*

*While vision and accountability must begin at
the top, change will only really take place
when there is a buy-in and ownership and
commitment and passion from those people
who must deliver on your promises.*

*For culture change to work just fine, it must be
led from the top and the frontline.*

-Brian Lee, CSP

P = Play and Make it Fun

Play – Creating “Sticky” Relationships

Note: Do not underestimate the significant role personal friendships play in employee loyalty.

“Loyalty at work hasn’t come to an end... it’s been replaced with loyalty to one’s friends.”
-Brian Lee, CSP

“The team that plays together stays together.”
-Brian Lee, CSP

“You can learn more about a person in one hour of play than in a lifetime of conversation.”
- Plato

Recommendation:

- Schedule creative quarterly appropriate social opportunities to break down barriers and let people have fun.



Addenda

Creating Systematic Sustainability

Reference *“The Checklist”* – Dr. Atul Gawande

The Power of Process

“If you have a problem, make it a procedure, and it won’t be a problem anymore.” – Wayne Cotton

2 Critical Questions:

1. Is the need for **World Class Patient Satisfaction** ever going to go away?
2. Is the need to get and **keep engaged patient driven** staff ever going to go away?

A successful Service Driven Culture of Engagement will enable you to;

- Systematically **train and engage staff** annually.
- Systematically train and engage **new hires**.
- Systematically **reduce staff turnover and increase morale**.
- Systematically improve **patient/resident and family satisfaction**.
- Systematically create a culture of **continuous quality improvement**.
- Systematically **increase census**.
- Systematically create a powerful community based **brand of excellence**.
- Systematically improve **the bottom line**.

Addenda

My DO IT Plan (Daily Ongoing Improvement Tactics)

Use it or lose it

- “93% of what you learn in a classroom is forgotten within 14 days.”
-Dr Tony Buzan, *The Brain Book*

WWW & H

- **Who Will do What by When & How?**

My Three Best “Aha” Ideas:

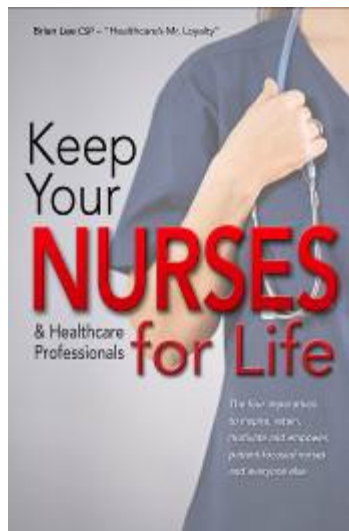
1. _____
2. _____
3. _____

Recommended Reading:

- “Radical Living Care” – Erie Chapman
- “I Quit But Forgot to Tell You” – Terri Kabuchnick
- “Nobody’s Home” – Thomas Gass
- “The Checklist” – Dr. Atul Gawande
- “Outliers” – Malcolm Gladwell
- “Who’s Your Gladys?” – Marilyn Suttle & Lori Jo Vest

DO IT Implementation Tools:

Complimentary e-copy of Brian’s Books:



The Magic of Engagement™

Group/Event: WHPRMS

Date: Thursday, October 24, 2013

City: Fontana, WI

You've just heard from me, now I'd like to hear from you. Evaluation is the "genius" of growth - and I sincerely value your comments about this presentation, so that I can improve in the future. Thank you.

We **totally employ** about # _____ full and part time staff, at _____ facilities.

1. **For me, the most valuable idea I learned and intend to use is:** _____

2. **What I would tell others about the quality of the speaker and value of the content:** _____

_____ O.K. to quote me: YES NO

3. **Presentation improvements I would suggest:** _____

4. **On a scale of 1 - 5, this presentation:** (Met My Expectations) 5 4 3 2 1 (Did Not)

5. **Free Engagement Tool Kit:**

- | | | | | | |
|-----|----|--|-----|----|---|
| Yes | A. | Brian's e-book "Keep Your Nurses for Life™" and "Satisfaction Guaranteed™" | Yes | D. | Would like to share Brian's Webinar "The Leader's Role in HCAHPS Transformation™" with my fellow managers |
| Yes | B. | Power Point of this Seminar | | | |
| Yes | C. | May be interested in a Coaching Call | | | |

6. **P.S. I would like you to know:** _____

PLEASE PRINT

First Name: _____ Last Name: _____
 Organization: _____ Position: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Bus. Phone: () _____ Extension: _____ Cell: () _____
 *Email: _____ Fax: () _____

These forms are property of Custom Learning Systems Group Ltd. By completing this form you consent to the use and disclosure of information as filled out above. This information will only be disclosed to and for the marketing of WHPRMS and Custom Learning Systems Group Ltd.