

Hospital of Choice Initiative™

Training | Consultation



Building a world-class service culture is the only way to own the powerful competitive advantage you need in today's healthcare marketplace. A crucial measure of your hospital's patient satisfaction standing — and your bottom line — is measured by improved HCAHPS scores. Improving those scores and making you a Hospital of Choice is our mission. Becoming a Hospital of Choice is not easy. Creating a healthcare service culture requires leadership, team effort and accountability. Through a partnership with Custom Learning Systems we facilitate an organization-wide process to make significant gains in patient satisfaction, employee empowerment, engagement, and morale.

Objectives

This dynamic three-year culture change process is designed to enable progressive healthcare organizations to achieve marketplace distinction:

- as a Provider of Choice™ by a breakthrough to the 90th percentile in patient satisfaction score
- as an Employer of Choice™ by significantly enhancing employee morale and reducing controllable turnover by 50%
- and to gain a long-term sustainable competitive advantage as The Hospital of Choice™ through the Three Cornerstones of A Culture Change of Engagement

Format

Service Excellence Council – implements and monitors the initiative

Leadership – inter-departmental team develop organizational best practices

Service Excellence Advisors (SEAs) – select employees conduct training for entire organization

Department Improvements – project teams to improve patient/employee dis-satisfiers

Ideal Size

No limit

Length

Each of the three years' schedule is broken into numerous on-site training, conference calls and an annual audit

Agenda

Some of the training programs for leadership and front-line employees include:

- Leadership Accountability
- Service Empowerment Leadership
- Winning with Difficult People
- Project Planning with OASIS Teams
- Service Excellence Workshop (taught by SEAs)

Target Audience

Series of on-site specific training for leadership, front-line employees, and providers.

Typical Uses

Organizational development, cultural architecture, leadership development and strategic planning and alignment.

Material Options

Binders of training materials and handouts are created for both leadership and front-line employees.