

March 2007

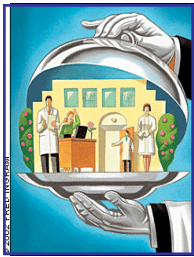
Leaders who successfully demonstrate energy, passion and urgency will have the greatest impact on creating change. When leaders approach the change process with focus, determination and personal commitment, they realize long term success.

**THE CHANGE PROCESS**

- CREATE THE CLIMATE
- ENABLE ACTION
- DRIVE RESULTS

*Source:*

*“At the HEART of Effective Leadership” -Chris Thrash*



**Inside this issue:**

Connecting with Hospital Staff Members	1
Excerpts “At the HEART of Effective Leadership”	1
Self Check for the Effective Manager	1
Wilson N. Jones Medical Center—Sherman, Texas	2
Quick Facts about HCAHPS	2

**Visit our Website:**  
[www.christhrash.com](http://www.christhrash.com)

## Connecting with Hospital Staff Members by Chris Thrash

Recently, I was speaking at a hospital to frontline staff members about the power of customer service in not only improving patient satisfaction, but dramatically improving employee satisfaction. After one of the presentations, a nurse approached me in the hallway and said, “Thank you for making customer service training meaningful and such a valuable experience. Not only do you make things fun, your approach is the direct opposite of what was described in an article I recently read.” I thanked her for her kind feedback. A few hours later, this same staff member returned to the auditorium where I was speaking to give me a copy of the article, “Professional Sadness: When Patient Care Clashes with the Bottom Line.” The article described how many hospitals contract with consultants to teach hospital staff new communication skills and improve the efficiency of work with a focus of saving time and money. The author described how he left such a seminar with his stomach in a knot and dumped the notebook in the nearest trash bin. And we wonder why many staff members resent the time and money invested on training? If training messages emphasize only the financial bottom-line



and productivity when approaching the subject of service, hospital staff will never connect. I believe customer service training should be a rewarding experience that celebrates the Everyday Heroes of healthcare who are asked to connect with patients and families in incredible circumstances on a daily basis. The real focus of creating service excellence should be about making jobs more rewarding and feeling great about GIVING GREAT CARE. We must connect with hospital staff members with sincerity and appreciation in order for training to have real value and meaningful results. “Professional Sadness: When Patient Care Clashes ...” article by Raymond Bingham, RNC, BSN—AWOHNN © 2006

**Self Check for the Effective Manager**

Do these descriptions describe your management style?

- My words & behavior express belief that people are our greatest asset
- I consistently role model the expected behaviors asked of staff
- I’m not tolerant of poor performance
- I hold all staff members accountable
- I listen to people to learn what they value
- I am a strong communicator
- I live out values that demonstrate a healthy sense of self, work and community
- I am able to recognize and celebrate the strengths in others
- I recognize doing what is right for the organization may not always be popular



*Inspire. Engage. Ignite.*

**OUR MISSION**

*"To create vision, purpose and passion for service culture excellence within organizations"*

E-mail: [info@christthrash.com](mailto:info@christthrash.com)

**PHONE: 800 . 733 . 7008**

**Visit our Website:  
[www.christthrash.com](http://www.christthrash.com)**

## Client Spotlight Wilson N. Jones Medical Center



Wilson N. Jones Medical Center is located in Sherman, Texas, and serves four counties of North Texas and Southern Oklahoma. WNJ has served the Sherman community and surrounding region for 92 years. Chris

Thrash and Associates has had the privilege to partner with Wilson N. Jones Medical Center in a service initiative that began in May 2006. In January 2007, WNJ achieved a new hospital record for their highest mean score for patient satisfaction. We would like to recognize and congratulate the staff members of Wilson N. Jones Medical Center for their hard work and dedication to creating service culture excellence. The Service and People Teams have worked very hard over this past nine months to achieve tremendous results. We would like to offer special kudos to Kitty Richardson (VP Professional Services), Linda Creswell (Dir Human Resources), Cathie Bucher (Patient Relations), and Janice Walker (Vice President Patient Care Services). ***Congratulations!***

## Quick Facts about HCAHPS

- HCAHPS is the first truly national, standardized, publicly reported benchmark of hospital patients' perspectives of their care
- Hospitals may use an approved survey vendor or collect their own HCAHPS data
- Hospitals can choose to conduct the survey in one of four modes: mail, telephone, mail with telephone follow up, or active IVR
- Hospitals may either integrate the HCAHPS items within their own patient satisfaction survey or implement HCAHPS as a separate, stand alone survey
- The survey will be administered to a random sample of live discharges who were 18 or older at admission, had an inpatient overnight stay, and had a non-psychiatric diagnosis
- Hospitals should survey patients throughout each month and submit data to CMS (via Quality Net Exchange) on a monthly or quarterly basis
- Hospitals may preview their HCAHPS results prior to public reporting

Source: [www.hcahponline.org](http://www.hcahponline.org)



### Services of Chris Thrash and Associates

- Service Initiatives to Assess Your Need, Develop Your Plan and Train Your Staff
- Secret Shopper Visit to Assess Your Hospital from the Perspective of Patients & Families
- Leadership/Management Training in Building and Sustaining A Service Culture, as well as, other Healthcare Specific Topics
- Frontline Staff Training for All Employees
- Keynote Speaker for Leadership Retreats, Awards Banquets, and Special Events

**CALL US TODAY TOLL FREE 1.800.733.7008**