

## *The Patient Experience Post*

Healthcare's Resource for  
Service Excellence  
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Since the mid-1990s, Baird has helped healthcare organizations nationwide improve the patient experience and enhance organizational culture. Baird's culture assessment and diagnosis include experience mapping, medical mystery shopping, and focus groups to reveal the real customer experiences within your organization. Using your patients' experiences, Baird and her team prescribe critical next steps for improving patient satisfaction and HCAHPS scores.

## ***Good Read: Building a Culture of Ownership in Healthcare – The Invisible Architecture of Core Values, Attitude, and Self-Empowerment by Joe Tye and Bob Dent***

*By Kris Baird, President/CEO*

Joe Tye and Bob Dent have captured the essence of what it takes to build and sustain a culture of ownership. In their book, [Building a Culture of Ownership](#), the authors use the term, “Invisible Architecture” to stress how core values, attitude and self-empowerment lay the framework for the culture.

Tye and Dent's thought-provoking book pushes the reader to think beyond accountability to true ownership. The great thing about this pair is that they can speak to real-life experience. Joe worked with Bob's organization to establish a culture of ownership. Bob is able to infuse real life examples of both the struggles and successes an organization experiences during a culture change. I had the pleasure of sitting in on one of Bob's morning huddles a few weeks ago and can attest to the fact that he is living proof of what it takes to sustain the invisible architecture.

This book is a must read for healthcare leaders from front line supervisors to the c-suite and board of directors. It's an easy read because it's infused with case examples and colorful stories that bring the concepts to life. I can see how it could be a culture catalyzing tool when used in a “book club” approach with a group of key stakeholders. There is a beautiful structure for guided discussion because each chapter concludes with a succinct summary of content and a list of thought-provoking questions for the reader to answer.

I highly recommend this book.

*To learn more about the [Baird Model for Service Excellence](#), employee engagement or leadership development workshops, or to sign up for her FREE newsletter, write to [info@baird-group.com](mailto:info@baird-group.com).*