

Culture Assessment

Are you stuck?

Is your organization getting stuck when trying to improve patient satisfaction and create a patient-centered culture? Maybe there are underlying elements of the culture that you are missing.

At the Baird Group, we specialize in transforming culture to shape the patient experience. Our skilled consultants will help you evaluate and understand your roadblocks and help you find solutions to achieve your organizational goals. Together, we will take a closer look at strategies through the following plan:



- Employee focus groups
- In-depth interviews with key stakeholders
- Manager focus groups
- Mystery shopping: phone calls, care partner observer, patient visits, and visitor walkthroughs with photo documentation
- Review and analysis of data

Baird's culture assessment offers the distinct advantage of a company that works solely in healthcare and is dedicated to improving the patient experience. Owned and operated by a registered nurse and healthcare marketer with over thirty years of experience, Baird Group deliverables include:

- Thorough research
- Comprehensive report
- Core recommendations
- Critical next steps

The Baird Advantage

After completing the culture assessment, you can expect to receive detailed information about your culture, including actionable data, a series of strategic and tactical ideas to implement change, and a roadmap for continued organizational improvement.

Previous clients of the Baird Group include:

- MedStar, Baltimore, MD
- Beryl, Dallas, TX
- Scripps Health, San Diego, CA
- Guthrie Health, Sayre, PA

For more information about how to understand and improve your culture, call (866) 686-7672, toll-free.



Transforming culture. Shaping patient experience.