



Enhancing Culture with Sustainable, Measurable Results

Client

Large integrated system with 5 hospitals and 15 medical practices.

Problem

Medical practices are essential elements to an organization's growth strategy, yet patient satisfaction in the clinics ranged from the 4th to 50th percentile with an average of the 22nd percentile. There was literally no brand continuity in the patient experience. Leaders were motivated to improve scores and had engaged outside vendors in service training in the past with temporary improvements.

Research Solution

The Baird Group completed a comprehensive, customized approach to help the organization make necessary culture shifts for positive, sustainable results.

Findings

The Baird Approach taken with this client:

1. **Assessment:** The Baird Roadmap for a Service-driven Culture started with a comprehensive assessment of the medical practices, including mystery shopping, focus groups, and in-depth interviews with staff and providers from throughout the system. The findings revealed internal best practices and high performers as well as areas of weakness.
2. **Strategy:** Baird supported a grassroots initiative as well as leadership development to align behaviors with the stated mission, vision, and values. By engaging frontline staff and managers, the process created ownership and commitment.
3. **Mobilization:** Baird helped equip the organization for sustainable results by training leaders to coach, mentor, and model essential behaviors while building accountability. In addition, Baird conducted train-the-trainer classes to help build a strong network of internal support and sustainability over time.
4. **Integration:** Throughout the engagement, Baird remained mindful of other initiatives in the organization and strived to integrate concepts and bridge the efforts by identifying common denominators and connecting the dots. Two such initiatives included "Great Place to Work" and culture of safety.

Strengthening Standards

Within six months, practices were demonstrating upward trends in patient satisfaction. After two years, the system average for medical practices was the 75th percentile, which has been sustained for five years. They are currently at the 77th percentile.

For more information on how Baird can help your organization understand the patient experience, contact us:

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