

INTEGRATED LEADERSHIP FELLOWSHIP

at Phelps County Regional Medical Center

The goal of the Integrated Leadership Fellowship at PCRMC is to develop a plan to guide the patient experience improvement efforts of PCRMC for the next three years while aligning and engaging stakeholders and resources.



THE CHALLENGE

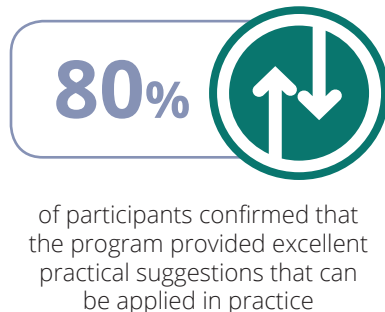
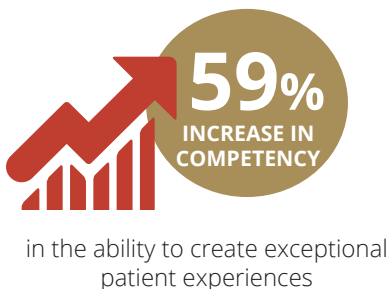
Declining patient satisfaction scores as reflected on the Hospital Consumer Assessment of Healthcare Providers and Systems.

OUR APPROACH

1. Build understanding about the patient experience and the planning process
2. Identify the current terrain related to the patient experience using the Highly Reliable Patient Experience Model and the five key patient touch-points
3. Identify the future state including the purpose, a shared vision, goals, strategies, and measures
4. Complete a Force Field Analysis
5. Define the Operating Mechanisms for each team and the Steering Committee
6. Develop an Elevator Speech to positively influence stakeholders

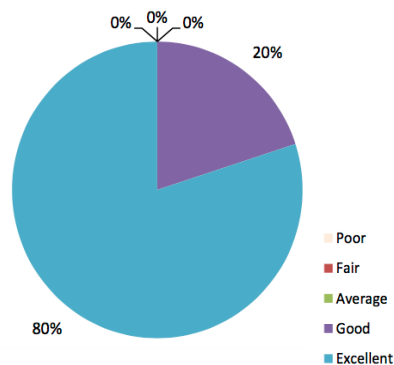
RESULTS & BENEFITS

- Improve patient experience
- Increase patient loyalty
- Strengthen brand awareness
- Retain existing patients
- Attract new patients



CLINICAL RELEVANCE

The program provided excellent practical suggestions physicians can apply in their practices.



14 TOP ELEMENTS

were cited that participants will now incorporate into their practices, including

- Focusing on core delivery
- Creating a patient experience
- Staying aware of patient

*Statistics reflect overall average improvements after participating in Fellowship as reported by the participants.