

The Nursing Home *of Choice*™

MISSION:

Create a long-term sustainable, service, staffing, and marketing competitive advantage as the Nursing Home of Choice

YOU WILL LEARN HOW TO:

- ▶ Build a resident/patient-driven culture of compassion and love through the three cornerstones of a culture of engagement
- ▶ Overcome resistance to change and gain active, enthusiastic frontline and management buy-in and ownership to improve the resident/patient experience
- ▶ Improve employee morale as a necessary first step to providing world-class resident/patient-centered care with the goal of reducing controllable staff turnover by 10% a year for 3 years
- ▶ Successfully recruit and engage the best-of-your-best frontline staff to train and positively engage and influence their peers
- ▶ Benefit from the delivery of your own customized Service Excellence Workshop™ that empowers frontline leaders to teach and motivate everyone to eliminate high-priority resident/patient dissatisfiers
- ▶ Create a dynamic collaboration between frontline leaders and their managers to facilitate monthly “DO IT” meetings, to systematically improve resident/patient scores
- ▶ Gain immediate, valuable, and objective feedback from residents, patients, and family to continuously improve customer satisfaction through the use of our Bellwether Early Warning System

OUR CLIENTS SAY IT BEST:

“For quite some time our company has been searching for a quality and sustainable Customer Service initiative; one customized for our front line nursing staff. Brian Lee’s Service Excellence Initiative is focused intently and directly on teaching and empowering the care givers to satisfy the patient – seems simple, but the “processes” involved in improving services and reaching a higher excellence level is actually quite challenging. We are excited about the future and feel that we now have great partners to help us reach our customer satisfaction goals!”

– Mark Davis, COO, Tennessee Health Management





The Nursing Home of Choice™

Event Attendees Details

| Event | Attendees | Details |
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| Preparing for the Journey Month 1 | Program Leadership College™ <ul style="list-style-type: none"> Executive Team Program Director 2 x 2 hour Phone Calls | <ul style="list-style-type: none"> Schedule and plan the process, and train on the how to's of successfully leading the Nursing Home of Choice Initiative™ |
| Leadership Training Month 3 | Service Empowerment Leadership Course™ <ul style="list-style-type: none"> Executive & Management Teams 1 day | <ul style="list-style-type: none"> Teach managers advanced leadership coaching, performance & conflict resolution skills necessary to successfully nurture and grow employee satisfaction |
| | Service Excellence Advisor Orientation™ <ul style="list-style-type: none"> Service Excellence Advisors SEA Super Coaches 1 hour | <ul style="list-style-type: none"> Introduction of the Nursing Home of Choice Initiative™ to the Service Excellence Advisors (SEAs) |
| Frontline Leader Training Month 4 | Service Excellence Advisor (Train-the-Trainer) Course™ <ul style="list-style-type: none"> Service Excellence Advisors Exec. & Mgmt. Teams (part) 2 days | <ul style="list-style-type: none"> Frontline leaders learn how to prepare for and deliver a customized Service Excellence Workshop with confidence and enthusiasm |
| | Materials Organization Meeting™ <ul style="list-style-type: none"> Service Excellence Advisors 2 hours | <ul style="list-style-type: none"> Logistical Meeting to provide final teaching materials and workshop schedule |
| Workshop Pilot Month 5 Month 6 | Service Excellence Workshop Pilot™ <ul style="list-style-type: none"> Service Excellence Advisors 4 hours Facilitated by Program Director | <ul style="list-style-type: none"> Practice session for Service Excellence Advisors to gain confidence from seeing the Workshop presented by their peers |
| | Service Excellence Workshops™ <ul style="list-style-type: none"> Entire Organization 3 hours/over 4-6 week period | <ul style="list-style-type: none"> Everyone is taught the skills to deliver World Class Resident/Patient Satisfaction |
| Department Focus/Celebration Month 7 | DO IT Facilitator's Course™ <ul style="list-style-type: none"> Service Excellence Advisors Executive & Management Teams 6 hours | <ul style="list-style-type: none"> Equip leaders with the necessary skills to facilitate monthly departmental DO IT meetings to systematically eliminate resident/patient dissatisfiers |
| | SEA Celebration™ <ul style="list-style-type: none"> Service Excellence Advisors, Executive & Management Teams 1-2 hours | <ul style="list-style-type: none"> Celebrate the successful completion of the Workshops |
| Evaluating the Journey Month 9 | Initiative Progress Audit™ <ul style="list-style-type: none"> Focus Groups Conference Call | <ul style="list-style-type: none"> Progress Audit to evaluate progress and make course corrections necessary for successful outcomes |
| Conference January | HealthCare Service Excellence Conference™ <ul style="list-style-type: none"> By Invitation Only 2 registrations included | <ul style="list-style-type: none"> Educational/Inspirational 3 day conference focused on sharing leading edge employee and customer satisfaction outcomes |
| Optional Year II Launch Celebration/Recognition Month 12 | Service Summit™ <ul style="list-style-type: none"> Service Excellence Advisors, Executive & Management Teams 1-2 hours | <ul style="list-style-type: none"> Recognize DO IT Teams for successfully eliminating external and internal customer/resident/patient dissatisfiers |