

AACVPR

American Association of Cardiovascular
and Pulmonary Rehabilitation

Promoting Health & Preventing Disease

Customer focused Experience

G. Curt Meyer. MS. FACHE,
FAACVPR

Health Integration Partners, LLC

There may be cultural differences from what works well for the United States practice as compared to those of Korea. I want to apologize ahead of this presentation, that I am not as familiar with your values and cultural approach to Cardiovascular and Pulmonary Rehabilitation.

Experience work

Starizon Studio, Inc.

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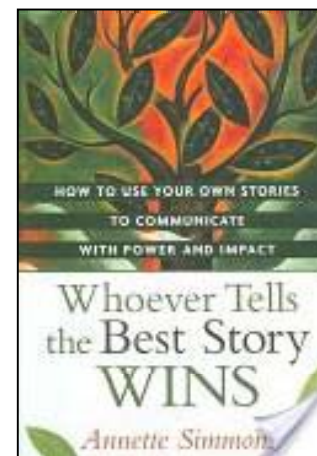
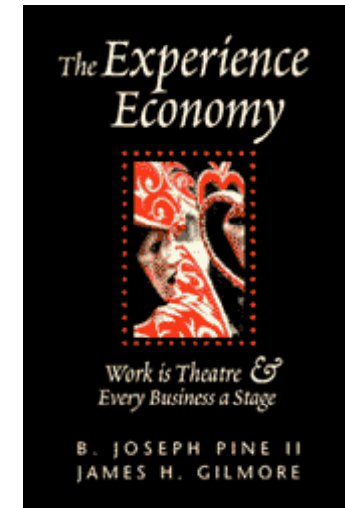
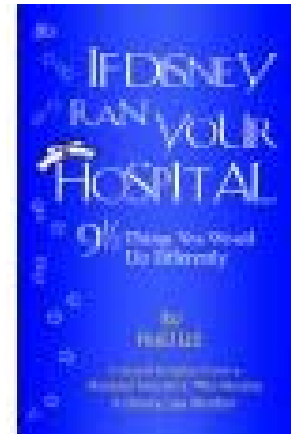
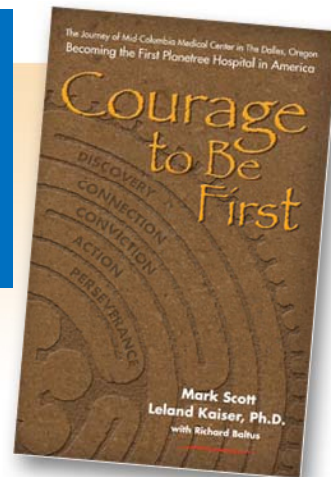
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(2005 ACHE Book of the Year Award Winner)

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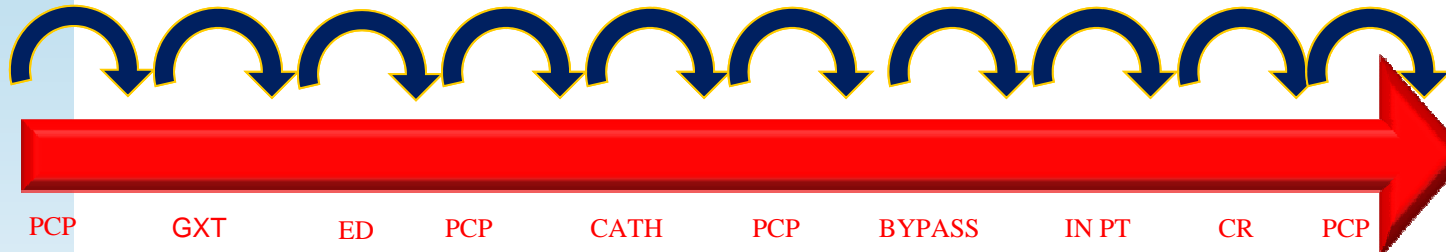
Experience
Planning with
Gerber Memorial
Health and Hayes
Green Beach, along
with a variety of
other encounters

A Connected Personal Experience across the Continuum

“People who engage
with us experience
greater lifelong health”

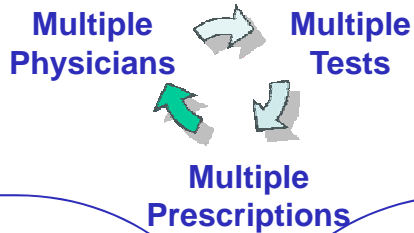
Collective Patient
Experience

Vision



Common
Aim

Healthy,
productive
life



100+ healthcare providers & staff
interact with this person

Cardiology

Mission

As a community steward, the mission of Bellin Health is to engage individuals, families, employers and communities in their lifelong journey toward optimal health and to provide safe, easy-to-use, high quality, cost-effective, total health solutions

Vision

People who engage with us experience greater lifelong health
A connected personal Experience Across the Continuum toward a Common Aim"

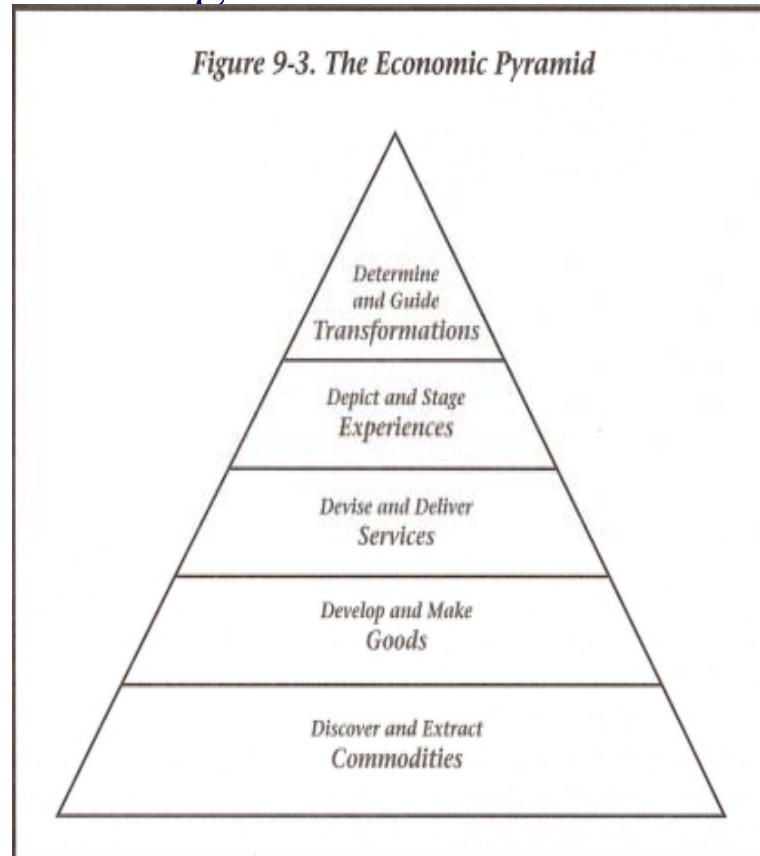
Growth	Effectiveness	Efficiency	Engaging Others	Team Work
25% of eligible Phase II CR patients will participate in Cardiac Rehab Phase III and/or Wellness programs & services	At 6 month post program completion the following % of improvement will be seen:	Patient and physician communication enhanced by continuous communication and goals setting for patient.	Create Care Team Model with Medical Home Concept. Primary care physician establishes team for patient management.	Long term goal setting will include wellness programs as part of treatment plan as of 2011
274 patients completed Phase II in FY2009 = Goal 69 patients year 1 into wellness.	Functional Fitness Assessment improvement of 30%	Clinical Measures will show 1 year outcomes compared to non wellness members	Measurement of team satisfaction determined through a likert scale measure of team efforts.	
	S-F6 Quality of Life improvement of 11%			

Introduction to the Experience Economy

- Progression from goods to services to experiences



commodities



Experience

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THE MAGAZINE FOR HEALTHCARE EXECUTIVES

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Features

Management: Gaining Experience

Written by Jill Rose
Tuesday, 01 April 2008

As chief experience officer at Cleveland Clinic, Dr. Bridget Duffy has her work cut out for her—making sure that all 30,000 workers in the organization are focused on creating a better patient experience.

"If I'm successful," Duffy said, "a year from now, if you walk in the door and ask anyone you see the purpose of their job, they will tell you it's to help people heal."

Fortunately, Duffy has a lot of support, starting with Cleveland Clinic CEO Dr. Toby Cosgrove. Duffy noted that Cosgrove has identified the organization's top five strategic initiatives for the next three to five years, and number one is putting patients first. Hence Duffy's position as CXO, which began last summer.

Duffy is also supported by a groundswell movement toward taking the patient experience to the next level. Much of that push is coming from the baby boomers, says Gary Adamson, founder of Keystone, Colo.-based Starizon, which specializes in experience design.

Not only are the baby boomers unwilling to put up with poor customer service in healthcare, they have become accustomed to personalized products and services. "Just think of all of the things that are possible to personalize now. We want that in our healthcare," Adamson explained.

Of course, hospitals cannot spend unlimited amounts of money to improve the patient experience without a return on their investment. Although solid data is not yet available, Duffy believes strongly that her organization will begin to see shorter lengths of stays, along with lower use of post-op narcotics/anti-anxiety medications and higher nurse retention and satisfaction rates.



Does your hospital need a chief experience officer? Only if you're interested in shorter lengths of stay, higher nurse retention, and incredible word-of-mouth advertising.



"I was able to get in one last lecture about diet and exercise."



From Service Economy to Experience Economy

Too few organizations in all industries yet understand that, for many consumers, well-made goods or well-rendered services are no longer sufficient. More and more customers want and expect a memorable experience from the service or product for which they paid. Of course, in healthcare, hospitals are still expected to provide high-quality care at a fair price, doctors are still obligated to prescribe appropriate medications and treatments, and insurance companies and other payers are still relied on to pay the bills on time. However, patient expectations have gone beyond those basics.

Reprinted from *Achieving Service Excellence* by Myron D. Fottler, Robert C. Ford and Cherrill P. Heaton (Health Administration press 2009)

Don't bring the Old Play into a new Theater

⁸ Delivering High Quality Care

Nursing Staff at Blodgett Hospital Provides
Exceptional Experiences



When patients come to Spectrum Health Blodgett Hospital they can be confident they will receive exceptional nursing care. Why? Simply put, Blodgett Hospital nurses want the best for their patients. They are committed to delivering high quality care, learning and applying best practices, and working as a team with other medical staff and patient families to achieve optimal patient outcomes.

Anyone can say they deliver high quality nursing care, but Blodgett Hospital has the evidence to back up its claim. Spectrum Health and its nurses received the prestigious Magnet Recognition Program® designation, administered by the American Nurses Credentialing Center (ANCC). The Magnet Recognition Program is the highest national recognition for health care organizations that demonstrate

Whenever employees work in front of customers, an act of Theatre occurs

***With Theatre as the model,
even mundane tasks engage customers in a memorable way***

Pine and Gilmore, The Experience Economy

Environmental Cues

Positive and Negative Cue Assessment



Staging the experience to impact the customer

Theme the experience

Harmonize impressions with positive cues

Eliminate negative cues

Mix in Memorabilia

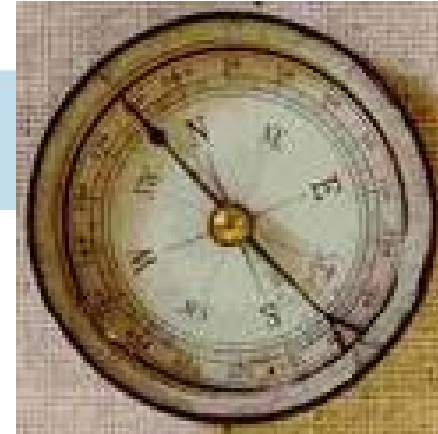
Engage all five senses



Meet Your Service Specialists



Spa Considerations



Theme for Rehab Services

I am a compass.

I lead the lost to safety.

In the hands of an adventurer, I bring the North star before their eyes.

In field and forest I mark a path as clear as a roadmap.

By degrees, we will find our way to life's treasures, which can lead to new experiences.

I am a guide in the palm of your hand.

With me, you can test the four corners of the earth and go confidently forth on great voyages of discovery.

I can show time.

With me you can read the direction of distance and the hour of the stars.

By me you will know you have a purpose on earth and have been put here to find it.

Who is your compass?

Hayes Green Beach AL!VE Center

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New Member profiles

- Why do you want to live?
- Describe your proudest moment
- If you could meet one person, anyone who has lived, who would that be and why?
- What would you attempt to do if you knew you could not fail?
- What inspires you?
- When do you feel most Alive



- During the Puja, the Sherpa essentially ask and pray to the gods for permission to climb upon Mt. Everest and for a blessing for a safe and successful expedition. Until the Puja is held, no one from the expedition is allowed to travel through the Khumbu Icefall, for fear of angering the gods.



Celebrating the Beginning of the Journey



At intake what do they get?

- Booklet
- Patient care plan/class schedule
- Set of goals
- T-Shirt



How do we help them get set for the journey ;

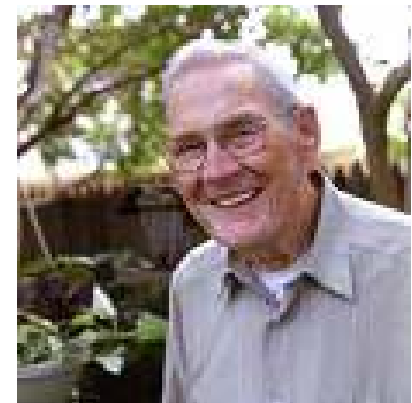
- Are you Authentic?
- Do you celebrate the first step?
- Do we connect on the human level to start the journey?
- Do we really get to know them?

The story of “Sam”

He put his foot on the brake, shifted in the park, turned his engine off and let out a sigh. It wasn't a sigh of exhaustion nor was it one of frustration. It was a bundle of everything. He's been here before. He's been excited and determined to feel better. He's been encouraged on day 1 -- but forgotten on day five, many times in his life. He's been able to look past the dry exteriors and convince himself of why he's doing this. But eventually his internal inspiration is overcome by the uninspiring reality.

Sam is 72. Several weeks ago he survived a second heart attack at his community Hospital. Today his Cardiac rehab begins. His crinkled hand pulled the door handle, pushed the car door open, and one leg swung out, his foot gently falling to the pavement, followed by the other he rose, closed the door on the second try and double checked that it was locked, perhaps this was an excuse to stall.

And with another sigh he began to walk towards the rehab center. As he walked toward the center, he thought how he and Barb had been in this hospital so many times with the birthing of their children, doctor's visits, testing and visiting friends.....



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PLANETREE
DESIGNATED
PATIENT-CENTERED
HOSPITAL

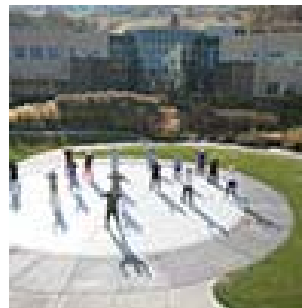
Theme/ Mission/Vision

*Personalize. Humanize. and Demystify the
healthcare experience*

Mid Columbia Medical Center in the Dalles, Oregon

THE UNIVERSITY OF TEXAS
MD Anderson
~~Cancer Center~~

Making Cancer History*



At Planetree We believe...

- That we are human beings, caring for other human beings.
- We are all caregivers.
Care giving is best achieved through kindness and compassion.
- Safe, accessible, high quality care is fundamental to patient-centered care.
In a holistic approach to meeting people's needs of body, mind and spirit.
- Families, friends and loved ones are vital to the healing process.
- Access to understandable health information can empower individuals to participate in their health care.
- The opportunity for individuals to make personal choices related to their care is essential.
- Physical environments can enhance healing, health and wellbeing.

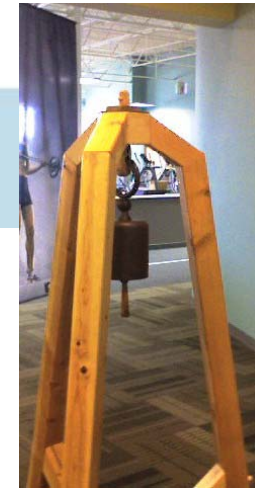


Theme

Two Worlds One A Tamarac Declaration

We will be a place of awakening and transformation. We will be a constant reminder to everyone that no matter how successful you are, it is always time to begin again. For if you do not “**renew**” you will “**reold.**” We will adopt the Tamarac tree because it is a wonderful symbol of renewal and because its inner rings dramatically tell its outer story.

We will also be a force for community renewal because we will make sure that those not inside our building are not outside our influence. When we restore ourselves we will reach far beyond ordinary results. We will be extraordinary. We will be a destination. And when we make our physical and spiritual worlds one thing, not two, the **balance** we seek will take care of itself.



GERBER MEMORIAL
HEALTH SERVICES

Tamarac
The Center for Health and Well-Being

Experience Design

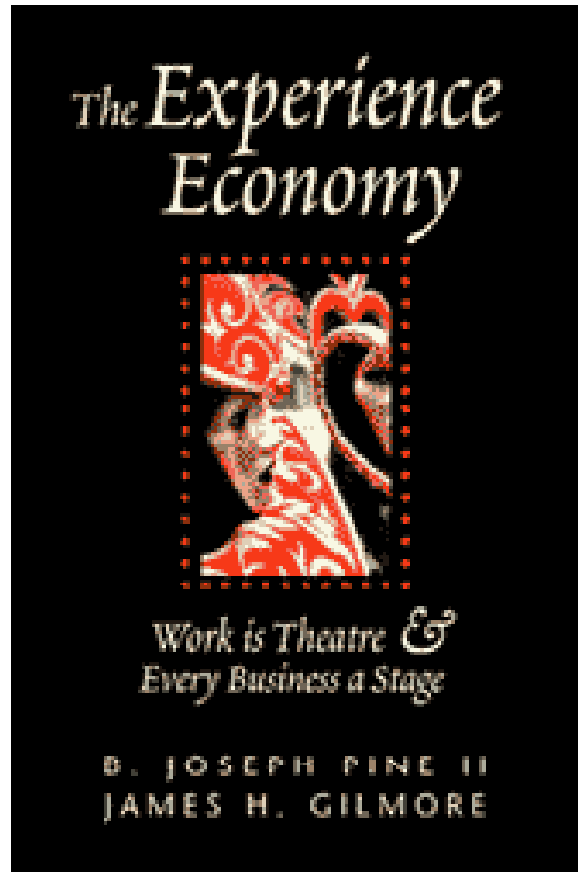
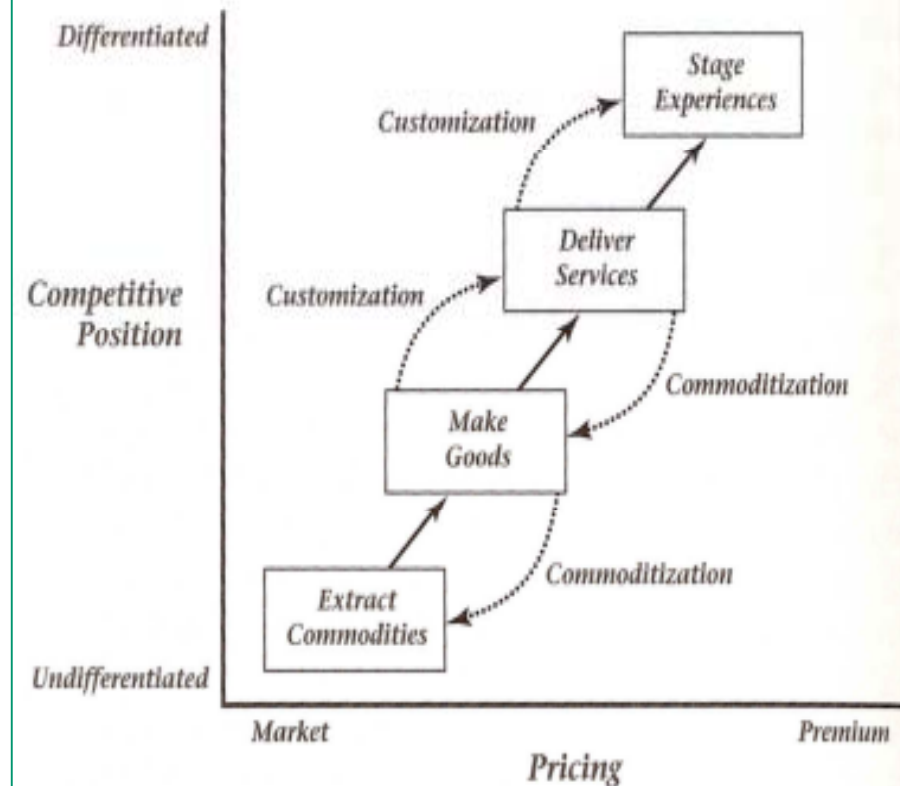


Figure 4-1. Shifting Up the Progression of Economic



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Personalized Reward & Recognition Survey

Name (print) _____ Department _____

Employees are St. Helena Hospital's most valuable asset. Your responses to this survey will help us acknowledge each other in personalized, meaningful ways. Please tell us which types of recognition you appreciate the most.

I appreciate this type of recognition:

Not At All	Somewhat	Neutral	Quite a Bit	A Lot!
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Reward and Recognition Method

Private Recognition (Thank-you note, private conversation)					
Public Recognition (Newsletter article, group party)					

Reward and Recognition Style

Letter or Certificate of Appreciation					
Employee of the Month Recognition					
Gift Certificate					
Team Celebration					

Other: (Insert idea in this box, e.g.: time with your supervisor, birthday or other special event parties, group outings, etc.)

My favorite types of gift certificates are:

(Examples: movie, bookstore, restaurant, music, spa treatment)

My favorite snacks are: _____

My favorite non-alcoholic beverages are: _____



Birthday Cards
Anniversary
Goal Accomplishments
Individual profile

“And we will provide passports to our members, enabling them to be vibrant and vital citizens of both worlds and thoughtfully mark their journey toward wholeness.”

Individual Experience Mapping

- 1) Visitor for the first time
- 2) New member coming in for first time since joining
- 3) Person coming for scheduled appointment
- 4) Member returning for recurring visits
- 5) Family member or friend accompanying someone in the above categories
- 6) Complementor coming in for a business purpose
- 7) Group coming in for a defined use



Mass Customization

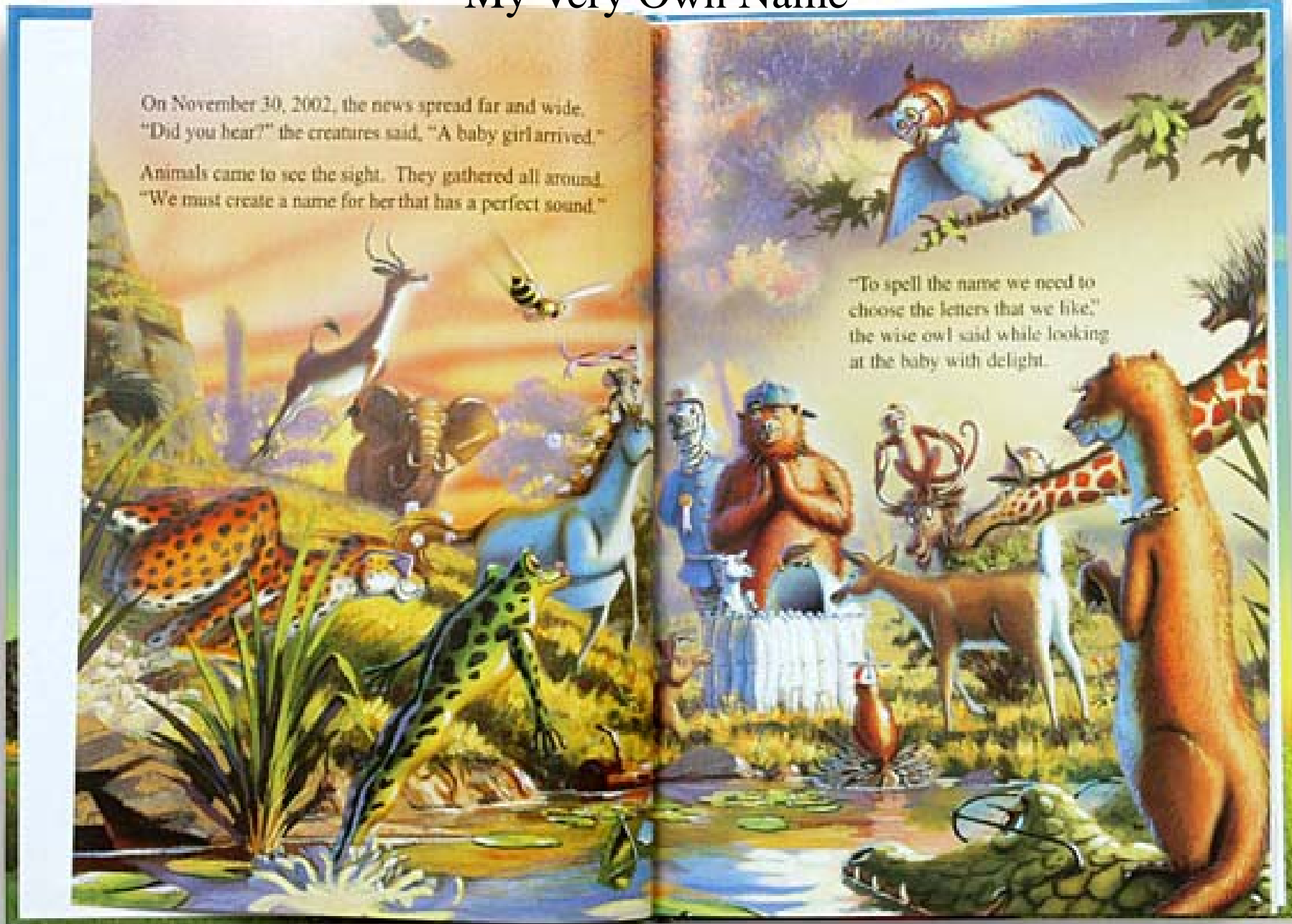
Use Technology to provide individual
focused communication

My Very Own Name

On November 30, 2002, the news spread far and wide.
"Did you hear?" the creatures said, "A baby girl arrived."

Animals came to see the sight. They gathered all around.
"We must create a name for her that has a perfect sound."

"To spell the name we need to
choose the letters that we like,"
the wise owl said while looking
at the baby with delight.



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Engaging all five senses

Cardiopulmonary Rehab center at Mid-Columbia



Sight
Hearing
Taste
Smell
Touch



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Technology use
Service and customer support



Inspiration

- **On December 17, 2009, Tamarac celebrated its second full year of helping people improve their lives by crowning the 2009 Citizen of the Year, Scott Crandall. See Scott's and other citizen's stories here.**

- **Still Travelling
By Scott Crandell**

My story is more like a health journey on which I am still traveling. I have always been heavy but, most recently, about a year and a half ago, I was at a point that I seriously had to look at the direction I was traveling and knew I had to change my health direction. I was 338 pounds and had been put on several medications to help control my health. I knew the path I was on was not going in the direction I wanted and would not take me to the places I wanted to be in ten to twenty years. I wanted to be here for my family down the road.

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Employee Training



Field Trips

Team Building

Auditions

Adhering to Core Principles

Experience work

Tamarac Center for Health and Wellbeing



Al!ve Hayes Green Beach



Lessons Learned

Essential Components

- Read the books !!!!!
- Use of the six “I”s
- Create a declaration and use it as a touch stone for all work and strategy
- Audit the staff
- Celebration of success by members
- Theme programming

Still Evaluating

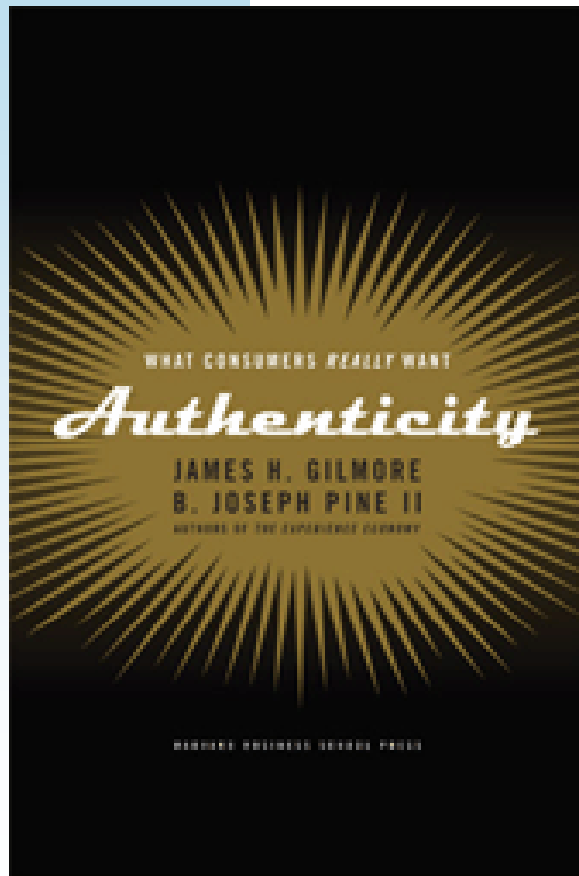
- Opening and closing ceremonies
- Impact that experience work has on retention and clinical outcomes
- Level of re-training in institute
- Percentage of patients/members that “really get it”

Authenticity

So why Authenticity—and why now?

Because of the shift to the Experience Economy. Goods and services are no longer enough; what consumers want today are experiences—memorable events that engage them in an inherently personal way.

Fake. Contrived. Disingenuous. Phony. Inauthentic. Do your customers use any of those words to describe what you sell or how you sell it? That is exactly how more and more consumers view what companies offer them. People increasingly see the world in terms of real and fake, and want to buy something real from someone genuine, not a fake from some phony. In *Authenticity: What Consumers Really Want*, readers can begin to understand this emerging consumer sensibility and business imperative.



Measures of Success

- Press Ganey
- Plantree Staus
- Magnet Status
- Personal notes and stories from Patients and families
- Adherence to your vision

Others have taken this leap, it has great benefits, yet it can be a vulnerable leap



Thank you, Questions



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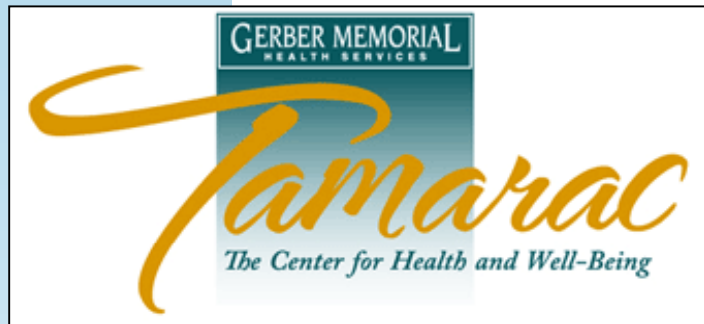
Web Site:
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Resources



<http://www.tamaracwellness.org/>

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<http://www.hgbhealth.com/Portals/0/docs/alivecombinedinserts.pdf>



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