



## OVERVIEW/VALUE PROPOSITION

### **Mission:**

Helping organizations create patient loyalty and employee commitment by building a culture of compassionate connections.

### **Overview:**

*Creating Compassionate Connections™* fills a gap in quality and performance improvement efforts that focus on the employee and patient experience. We believe the heart of the patient experience stems from the relationship between the organization and the employee which directly impacts the healthcare provider/patient relationship. This fundamental relationship is based on a strong foundation of common values, characteristics and behaviors based on compassionate interactions creating organizational commitment and thus excellent patient satisfaction and loyalty.

### **Business Need:**

- The introduction of value-based purchasing incentives includes eight measures from the from the hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey that reflects how patients view their care experiences
- Consumer driven healthcare affords patients opportunities to personally choose healthcare delivery system and providers
- Patient satisfaction directly impacts patient loyalty and thus potential revenue
- Patient satisfaction directly links to service orientation skills of caregivers and providers
- Competitive marketplace supports and demands service differentiation
- Advent of social media expedites the ability for consumers to share negative feedback which can directly impact perception of a healthcare organization

### **Benefits of *Creating Compassionate Connections™*:**

#### For Patients:

- Reduced patient complaints
- Increased patient loyalty resulting in referrals and recommendations to other consumers
- Less prone to pursue litigation

#### For Healthcare Providers:

- Improved patient satisfaction scores
- Increased retention/less turnover
- Improved engagement and organizational commitment
- Increased productivity and team effectiveness
- Improved service orientation and cultural competence related to provider communication

**PRICING AVAILABLE UPON REQUEST**