



Baptist Medical Park Surgery Center

Pensacola, Florida

A for-profit surgery center that is a part of Baptist Health Care, with 8,000 visits annually.

Summit Award Winner - Ambulatory

Area of Focus:

The one challenge we focused on was putting the "People" Pillar of our strategic framework at the center of our work for the year. For us, that meant concentrating on accountability and employee engagement to drive quality and patient satisfaction outcomes. At BMP, we created a culture where staff has ownership of our facility as if it was their own business. Peer interviews, where peers hire peers, resulted in all BMP staff having a vested interest in high performing colleagues, which results in superior quality outcomes for our patients. This was chosen as our focus because at Baptist Health Care, we have achieved and maintained high quality outcomes and patient satisfaction data for over a decade, as result of engaged and invested employees delivering quality patient care.

Actionable Steps:

Our actionable steps were derived from the prior year's employee satisfaction survey, which is a tool that Baptist Health Care has used since the mid-1990's to assess and drive employee engagement. They included improved communication and staff education as follows:

1. We utilized our RELATE™ model for patient and family communication.
2. We implemented a formal approach to communication and engagement through monthly staff meetings. Time was allocated on the agenda for employee involvement in goal-setting, and to allow for feedback and input to ensure that everyone had a voice and was an integral part of decision-making process for our facility.
3. Our Board demonstrated support for all staff requests and as an outcome, approved an upgrade to the aesthetics of the Surgery Center. As a result, patients, families and staff enjoy a warm, comfortable, inviting setting that is reflective of a “home” atmosphere instead of a sterile environment.

ROI:

BMP experienced a 12% growth in volume. While notable, in this tough economy it is exceptional. We attribute our growth to improved communication with staff, and sustaining and enhancing a culture that creates and values high performing employees. The result is excellent physician-staff partner relationships, which result in superb patient care and quality outcomes. Because of our efforts, we are the Surgery Center of choice in this market.