

Diagnosing for Excellence

As healthcare leaders you are using at least *some* of the common tools, tactics and evidence-based solutions that drive improved, service-based outcomes. When these tools are embedded across an organization, and executed with consistency and accountability, performance gains are sustained to create high-performing healthcare organizations. These tools and tactics are not new: Rounding, Words that Work, Reward and Recognition, Discharge Phone Calls, Goal Alignment and Management, to name a few. You are almost certainly using some of these tools and tactics every day.

Yet our research throughout the past decade shows that 50% of hospitals are failing when it comes to reaching and sustaining their performance goals. We also know that consistent execution of these proven tools and tactics is the top predictor of achieving and sustaining high patient satisfaction scores, physician and employee engagement, and leader accountability and alignment.

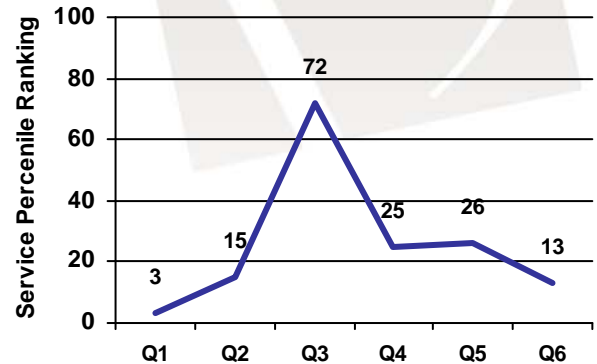
Do you have the frustration of embracing a new initiative, experiencing some improvement, then falling back to your previous state? Do you think you're doing the right thing, even though your results are inconsistent? Do you struggle with execution because you have "too much on your plate" for consistent focus? Would you like to understand not only why, but how to fix it?

Our Diagnostic

This new, proprietary tool evaluates what you are doing, and how well, by uncovering the gaps between the expectations – of patients, employees and physicians– and their actual experience. It accomplishes this by focusing on the consistency and execution of best practice tools and tactics, as well as leader alignment to organizational goals. This is key to achieving and sustaining high scores in patient, employee and physician satisfaction, as well as quality outcomes and sustainable profitability for the long-term.

Return On Investment and Deliverables

- Our web-based diagnostic is administered by a BLG expert, and takes only 10 to 15 minutes per respondent to complete
- Your results are available quickly and are easy to understand, giving you line-of-sight to the gaps and opportunities to reach and sustain your goals
- Your results are mapped to your key performance trends and outcomes
- The diagnostic provides a "reality check" for staff, leaders, senior leaders and physicians who may *perceive* they are executing tools, tactics and best practices consistently, when in reality they are not, as evidenced by outcomes
- We create the opportunity to quickly and affordably diagnose your organization's barriers, with a minimal financial investment, and develop a treatment plan to overcome them
- We deliver a highly robust, data-driven report to your leadership team that includes a facilitated session with one of our experts to review our findings, and recommend a prescriptive roadmap for change

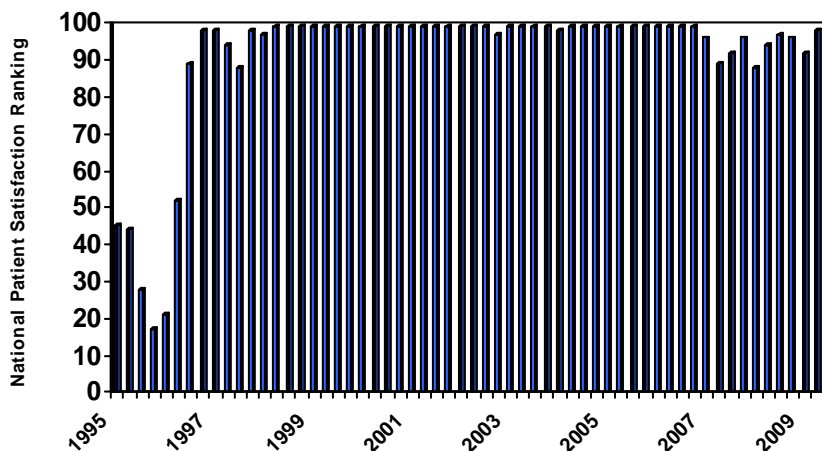


Do you have inconsistent results that look like this?

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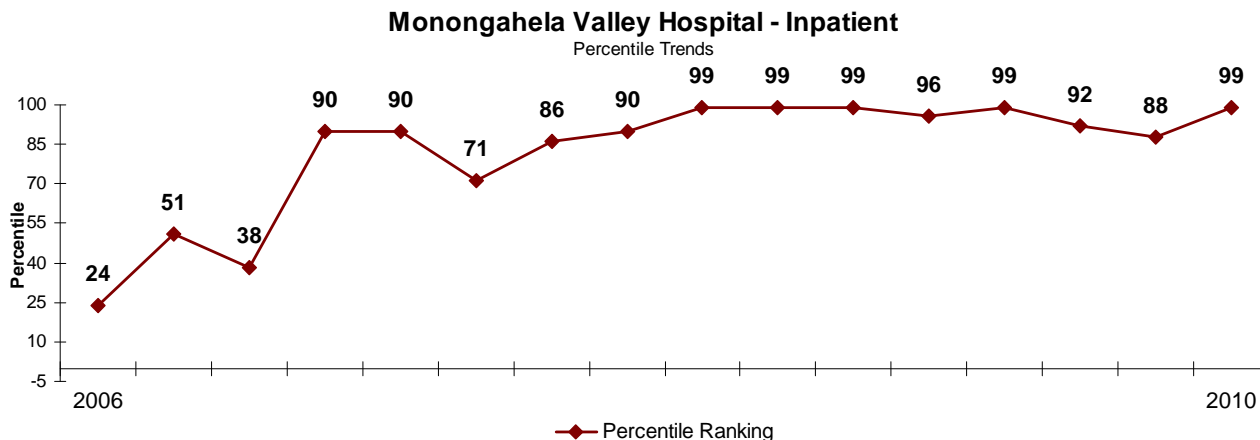
At Baptist Health Care, for over a decade we have faced the same financial challenges, changing consumer profile, and escalating market demand that you face. And, we were hit by two major hurricanes that devastated our core service markets. Yet we continue to excel and maintain profitability, while also sustaining 12 years of excellence above the 90th percentile for patient satisfaction. In 2009, amidst a down economy and flat patient volumes, we posted our best financial performance ever. How do we do it?



Through consistent, accountable deployment of the same tools and tactics that your organization is likely using, in a way that bridges the gaps and barriers, and drives consistent execution of both the tools and behaviors.

- Patient satisfaction above the 90th percentile for over a decade
- Best financial performance ever during 2009's national economic crisis
- Increased market share by 3%
- Received top honors from patient sat vendor

Over 75% of BLG's healthcare clients reach and maintain target levels for patient-centered excellence, and see sustainable improvements through consistent execution of core, evidence-based tools and practices that have been proven to work – a foundation that leverages a balanced approach to drive your patient care facility to the highest level of performance.



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