Delivering Excellent Service in a Competitive Healthcare Market

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Healthcare is Complex and Demands a High Performing Team

Nursing Demographics
2017 Nursing Data

- Average Age 51
- 9.1% are Male
- 45% BSN
- 40% Nationally Certified
- Same for the past 2 years
- Up from 8% in 2015 and 6.6% in 2013
- Same as the past two years
- 55.7% are working in hospitals

Future Nursing Demands

By 2022, 1.1 Million New Nurses will be needed to replace 500,000 experienced nurses retiring and expansion of services.

Healthcare’s Competitive Landscape
External Benchmarking

Internal Benchmarking

#1 in HCA

RN Recruitment & Retention Strategies

- RN Residency Program
- Open Recruitment
- Change Nurse Career Development Courses
- Transfers within the Same Company
- Expanding Training Programs & Certifications
- RN Salaries/Benefits
Creating the Competitive Advantage

Deliver Exceptional Service

Recruit & Retain the Best

Characteristics of a High Performer

• Passionate
• Committed to Excellence
• Intrinsically motivated
• Competent
• Nationally Certified

• Willing to Follow & Take Direction
• Sense of Humor
• Compassionate
• Respectful
• Flexible
Be a Positive Role Model:
Train to be the Best
- Nurture Yourself First – Mentally, Physically, Spiritually and Emotionally

Wake Up Everyday with the Intention to Change the World
...because you can!

Purposefully train to look for an opportunity to “WOW” someone

The Power of a Moment
Examples:

Ask your colleague “Is there anything I can do for you; I’m caught up?”
Listen to your patients and make them feel special.

Purpose + Passion = High Performer

People with passion can change the world for the better.

Purpose – a sense that you are contributing to others; that your work has broader meaning.

Purpose SPARKS going Above & Beyond!
DO what you LOVE
what you DO

Tim's Place

Reliability, Dependability & Competence ... Meets Expectations

To Exceed Expectations you need the behavioral and interpersonal parts of service
How do we Exceed Expectations?

Patients will Remember:

First Impression
Last Impression
Best or Worst Impression

First Impression – Seven Seconds
First Impressions are Everything

Bedside Shift Report
Hallways
Elevators
Reception Desk

Basis for Trust…..
7 Seconds

Defining Moment
A short experience that is memorable and meaningful

Defining Moments

Element of Surprise - letter to someone’s home, birthday cake, anniversary flower, veteran flag
Pride - Capture someone at their Best –Daisy awards
Connection - Defining moments are social – shared with others – photos, weddings, pets
Listen to Your Patients
“What Every BODY is Saying”

Walk in Your Patients’ Shoes

Train to be the Best ....
Love Every Patient
References

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